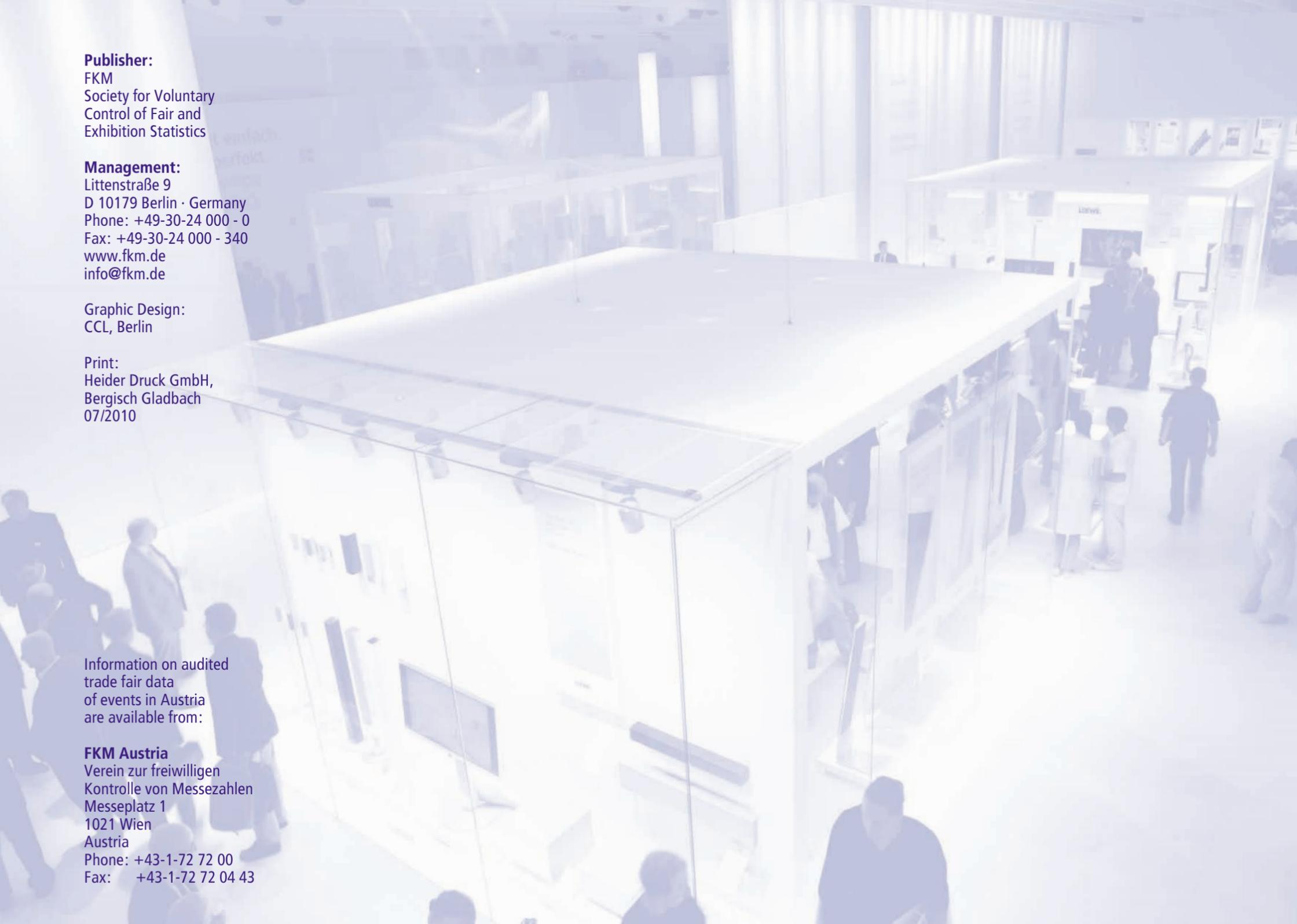




[www.fkm.de](http://www.fkm.de)

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



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of events in Austria  
are available from:

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

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# 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](http://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](http://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)

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### Johann Fuchsgruber

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**Prof. Dr. Manfred Busche**  
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### Managing Director

**Harald Kötter**

# Locations

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



Status: June 2010

# 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 exhibitors, 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**

<div>FKM</div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)			from countries							Total
Domestic			Foreign	Domestic	Foreign	Domestic					Foreign	Total	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Total	
For the complete titles see pp. 111																				
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 <sup>*1)</sup>
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	1	9	12.132	840			12.972	3.136	16.108	38.600	483	24	507	11				75.387	379	75.766 *
CREATIVA	1	5	7.918	974			8.892	2.454	11.346	34.600	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

	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Domestic	Foreign	Domestic	Foreign																	
For the complete titles see pp. 111																				
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					131.875	*
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	18.926	*
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	24.969	*
TourNatur	1	3	3.464	483		3.947	1.568	5.515	14.600	194	75	269	14				40.554	576	41.130	<sup>1)</sup>
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																				
Haus + Technik - Exh. for building and modernizing	1	3	2.473		186	2.659	27	2.686	6.300	170		170	1						4.729	*


	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
Halls Domestic Foreign			Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)			from countries									
For the complete titles see pp. 111										Domestic	Foreign	Total		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 <sup>2)</sup>	
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	9	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 <sup>2)</sup>	
REISE/CAMPING / Fahrrad Essen	1	5	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 <sup>1)</sup>	
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 <sup>1)</sup>	
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 <sup>1)</sup>	
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 <sup>1)</sup>	
ProLight + Sound	1	4	13.598	17.994	155	160	31.907	2.150	34.057	64.800	356	491	847	42			20.310	13.321	33.631 <sup>1)</sup>	
Techtextil with Material Vision	2	3	10.621	15.476		26.097	910	27.007	53.000	472	776	1.248	45	2		2	13.102	10.800	23.902 *	
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 Culinaría	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.

<sup>1)</sup> ascertained by a representative poll

<sup>2)</sup> Visitor attendance determined by a representative poll in the combination

	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)									Exhibitor figures						Visitor figures			
			Rented Space									Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)			from countries								
For the complete titles see pp. 111																					
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	36.105	*
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	66.023	*
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			60.210	*
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			93.800	*
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	19.640	*
TUNING WORLD BODENSEE	1	4	9.361	1.199	743	63	11.366	21.931	33.297	80.200	181	20	201	9						97.788	*
Hamburg																					
AIRCRAFT INTERIORS EXPO	1	3	4.605	10.776			15.381		15.381	33.000	186	316	502	25				5.370	2.567	7.937	
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	96.895	*
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	87.973	*
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	100.453	*
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	72.284	*
USSIFA - Watches & Jewellery	1	3	2.478	112			2.590	64	2.654	3.800	112	6	118	5						2.720	
Hannover																					
ABF - Leisure and sales exhibition	1	9	30.942	909	428		32.279	7.897	40.176	101.500	705	54	759	18						135.083	*
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	355.118	*
BIOTECHNICA	1	3	9.022	2.118			11.140	2.136	13.276	29.900	452	185	637	27				8.965	1.968	10.933	*
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	362.321	*
didacta - Education Trade Fair	1	5	25.454	482			25.936	4.641	30.577	53.600	642	32	674	13				72.554	881	73.435	*
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	35.432	*
EnergieSparTage	1	3	843	18	257		1.118	796	1.914	3.950	68	1	69	2						1.973	
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	206.382	*
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	25.591	*
Hannover Messe: Digital Factory	1	5	3.661	212			3.873		3.873	7.200	170	13	183	12				25.367	6.622	31.989	*
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	98.444	*
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	102.572	*
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	75.123	*
Hannover Messe: MicroTechnology	1	5	1.489	288			1.777		1.777	3.200	85	45	130	12				27.347	5.881	33.228	*
Hannover Messe: Power Plant Technology	1	5	1.019	522			1.541		1.541	3.400	32	15	47	10				21.976	10.013	31.989	*
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	43.134	*
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	48.500	*
Hannover Messe: Surface Technology	2	5	7.615	932			8.547		8.547	14.500	212	54	266	20				33.056	8.840	41.896	*
Hannover Messe: Wind	2	5	5.776	1.012	107		6.895		6.895	14.000	112	43	155	15				46.608	11.798	58.406	*
Infra - 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						192.133	
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	79.717	*
Pferd & Jagd - Equestrian sport, hunting, fishing	1	4	17.744	1.480			19.224	3.622	22.846	77.900	627	65	692	19						82.646	*

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry  
Recurring names were permitted

\* Visitors Profil Analyses see page 30 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll at Hanover Messe.


<div><div>FKM</div><div><div></div></div></div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 111																				
Promotion World	1	5	3.300	163			3.463	40	3.503	7.300	128	12	140	10				16.964	3.674	20.638 <sup>*1)</sup>
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
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	1	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	1	3	2.147	245			2.392	892	3.284	12.500	137	22	159	10				2.368	203	2.571 *
Offerta - Reg. Consumer exhibition	1	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	3	4	30.066	21.979			52.045	1.975	54.020	116.700	631	540	1.171	39	15	24	39	19.592	14.255	33.847 *
Asia-Pacific Sourcing	2	3		5.228			5.228		5.228	31.400		401	401	8				2.238	2.397	4.635 *
Eu'Vend	2	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	2	4	2.396	572			2.968	332	3.300	8.800	159	33	192	16	20	22	42			4.212
● FSB / aquanale	2	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	1	3	4.562	2.974			7.536	983	8.519	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  
Recurring names were permitted

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

\* Visitors Profile Analyses see page 30 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll at Hanover Messe.

	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)			from countries							
For the complete titles see pp. 111																				
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 handwerksmesse/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 *

<div>FKM</div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)									Exhibitor figures						Visitor figures			
			Rented Space									Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
Domestic	Foreign	Domestic	Foreign																		
For the complete titles see pp. 111																					
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 *		
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	3	4	11.410	8.477			19.887		19.887	40.000	319	337	656	35				6.259	8.342	14.601	
● drinktec	4	6	44.624	39.321			83.945		83.945	132.500	591	797	1.388	72	2	2	4	25.188	33.312	58.500 *	
● EXPO REAL - Commercial Property Exposition	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	37.242	
● f.re.e - The new C-B-R	1	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	1	7	6.037	685			6.722	1.070	7.792	18.600	152	17	169	7	8	4	12	112.549	2.063	114.612 <sup>1)</sup>	
● GOLF EUROPE	1	3	2.221	3.333			5.554	91	5.645	11.100	92	126	218	26				1.907	2.056	3.963 *	
HEIM + HANDWERK / Food & Life	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	116.489 *	
HIGH END	1	4	7.489	2.628			10.117	397	10.514	16.500	150	97	247	27						13.677	
● inhorgenta Europe	1	4	22.284	6.662			28.946	1.314	30.260	64.500	750	411	1.161	45				19.209	8.019	27.228 *	
Internationale Handwerksmesse	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 <sup>*)</sup>	
Internationale Handwerksmesse/Garten München	1	7	31.838	4.138			35.976	9.224	45.200	84.600	974	184	1.158	29	12	5	17			166.028	
● Intersolar	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	58.629	
● ispo - winter	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	
Jagen und Fischen	2	5	6.042	924			6.966	4.653	11.619	27.500	237	60	297	15						35.320	
● LASER	2	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	1	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	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 *	
CONSUMENTA	1	9	23.816	1.864			25.680	13.478	39.158	75.900	840	67	907	16						141.186	
e__procure & supply	1	2	1.989	75			2.064	95	2.159	5.000	108	4	112	2				1.261	80	1.341 *	
ELTEC	2	3	9.393	69			9.462	800	10.262	17.800	214	5	219	4				11.658	118	11.776 *	
embedded world	1	3	11.976	3.778			15.754		15.754	30.000	431	273	704	31				12.218	3.638	15.856 *	
European Coatings SHOW	2	3	15.368	12.123			27.491	268	27.759	52.600	346	460	806	42				8.601	11.155	19.756 *	
FachPack/PrintPack/LogIntern	1	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	1	9	18.990	1.636			20.626	5.125	25.751	52.800	452	90	542	13						106.604	

<div>FKM</div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 111																				
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	1	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	1	3	4.739	174			4.913	14.236	19.149	52.400	208	11	219	7						39.736
Antiquitäten	1	3	1.877	181			2.058	503	2.561	8.000	141	15	156	10				7.444	310	7.754 2)
Blickfang	1	3	1.203	62			1.265		1.265	3.800	116	29	145	7						13.513
CEP CLEAN ENERGY POWER	1	3	3.554	365	20		3.939	166	4.105	10.500	179	16	195	6				8.677	623	9.300 *
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	70	202.986	2.050	205.036 *
Composites Europe	1	3	3.918	1.582			5.500	775	6.275	13.100	197	97	294	25	10	6	16	4.800	1.651	6.451 *
eltefa	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 *
FACHDENTAL SÜDWEST	1	2	3.660	560			4.220	188	4.408	10.500	148	30	178	12	5	1	6	7.060	71	7.131 *
Familie + Heim / Int. Mineral and Fossil Exchange	1	10	12.228	747			12.975	4.337	17.312	43.000	491	65	556	20						61.183 *
hobby + elektronik	1	4	2.943	12			2.955	1.268	4.223	11.000	72	1	73	2						54.254 3)
International Mineral and Fossil Exchange	1	3	1.418	183			1.601	257	1.858	10.500	184	34	218	17						13.471 2)
Invest	1	3	4.176	940			5.116	1.566	6.682	20.900	141	54	195	13	1		1	13.874	429	14.303 *
Kreativ- & Bastelwelt	1	4	2.589	100			2.689	1.116	3.805	10.500	125	7	132	5						30.769 3)
LogiMat	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 *
Medizin	1	3	3.113	95			3.208	626	3.834	10.500	169	8	177	5	5	2	7			6.527 *
MODELLBAU SÜD	1	4	1.329	88			1.417	4.067	5.484	11.600	81	9	90	6						40.000 3)

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse (April). Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

<div><div>FKM</div><div></div></div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures				
			Rented Space									Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls		Open Air			Special Shows	Space (net)	Space (gross)			from countries								
For the complete titles see pp. 111			Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		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 <sup>1)</sup>	
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 <sup>*</sup>	
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 <sup>*</sup>	
Slow Food	1	4	3.918	202			4.120	1.194	5.314	11.700	373	25	398	5				21.110	431	21.541 <sup>2)</sup>	
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 <sup>3)</sup>	
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 <sup>*</sup>	
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 <sup>*</sup>	
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 <sup>*</sup>	
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 <sup>*</sup>	
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 <sup>*</sup>	
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	

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<div>FKM</div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures					
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)					
			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
For the complete titles see pp. 111																						
A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Goods Fairs																						
Internationale 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 <sup>*1)</sup>
A2 Investment Goods Fairs																						
HANNOVER 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
A3 Consumer Goods Fairs																						
Ambiente, 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 <sup>*</sup>
Tendence, 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 <sup>*</sup>
B SPECIALIZED FAIRS AND EXHIBITIONS B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																						
AGRITECHNICA, 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 <sup>*</sup>
Baden 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
IPM - 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 <sup>*</sup>
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																						
Anuga, Köln			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 <sup>*</sup>
Anuga FoodTec, Köln			3	4	30.066	21.979			52.045	1.975	54.020	116.700	631	540	1.171	39	15	24	39	19.592	14.255	33.847 <sup>*</sup>
Badische Weinmesse, Offenburg			1	2	1.138	18			1.156	1.077	2.233	6.100	127	2	129	3				3.273	119	3.392 <sup>*</sup>
drinktec, München			4	6	44.624	39.321			83.945		83.945	132.500	591	797	1.388	72	2	2	4	25.188	33.312	58.500 <sup>*</sup>
Eu'Vend, Köln			2	3	4.324	1.178			5.502	542	6.044	16.000	125	65	190	18	2		2	2.971	1.838	4.809 <sup>*</sup>
FRUIT LOGISTICA, Berlin			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 <sup>*</sup>
GÄSTE, Leipzig			2	4	6.024	154			6.178	1.445	7.623	15.000	252	9	261	8	16		16	12.799	328	13.127 <sup>*</sup>
HOGA, Nürnberg			2	4	15.923	632			16.555	4.238	20.793	37.800	436	39	475	12						31.230 <sup>*</sup>
Hogatrends, Karlsruhe			2	4	4.828	136			4.964	1.368	6.332	12.500	154	8	162	4						11.878 <sup>*</sup>
iba - 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 <sup>*</sup>
International 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 <sup>*</sup>
INTERNORGA, 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 <sup>*</sup>
Inter-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 <sup>*</sup>
ISM - 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 <sup>*</sup>
Nord Gastro & Hotel, Husum			1	2	3.715		15		3.730	100	3.830	7.200	166		166	1				4.214	30	4.244 <sup>*</sup>
Plaza Culinaria, Freiburg			1	3	4.969	490			5.459	695	6.154	14.500	182	28	210	6						29.209
ProSweets 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 <sup>*</sup>
ProWein, Düsseldorf			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 <sup>*</sup>
Slow Food, Stuttgart			1	4	3.918	202			4.120	1.194	5.314	11.700	373	25	398	5				21.110	431	21.541 <sup>2)</sup>
SÜFFA, 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 <sup>*</sup>

<div>FKM</div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures				
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total	from countries	Domestic Foreign Total			Domestic Foreign Total			
For the complete titles see pp. 111																					
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																					
GDS - Intern. shoe fair (Spring), Düsseldorf	1	3	17.821	22.480			40.301	5.854	46.155	95.600	319	464	783	30							27.650 *
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		23.609 *
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		67.199 *
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		6.003
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		5.120
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		18.771 *
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		27.228 *
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		1.524
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		1.907
INTERGEM, Idar-Oberstein	1	4	2.325	225			2.550	120	2.670	5.000	153	9	162	7				2.639	549		3.188
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		18.104 *
MIDORA, Leipzig	1	3	2.864	148			3.012	370	3.382	10.500	100	10	110	5							2.677
Techtexitl 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		23.902 *
USSIFA - Watches and jewellery, Hamburg	1	3	2.478	112			2.590	64	2.654	3.800	112	6	118	5							2.720
B4 Building, Completion and Extension, and their Equipment																					
Asia-Pacific Sourcing, Köln	2	3		5.228			5.228		5.228	31.400		401	401	8				2.238	2.397		4.635 *
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		212.035 *
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		37.242
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		3.292
Haus + Technik -house building, modernizing, Erfurt	1	3	2.473		186		2.659	27	2.686	6.300	170		170	1							4.729 *
Interlift, Augsburg	2	4	7.092	10.110			17.202	377	17.579	35.600	138	268	406	37				8.775	7.180		15.955 *
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		200.795 *
LBA - Reg. Building trade exhibition, Magdeburg	1	3	1.746		270		2.016	486	2.502	7.750	117		117	1							3.792
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		53.531 *
Stone+tec, Nürnberg	2	4	16.548	13.755			30.303		30.303	65.000	297	473	770	44				26.533	7.925		34.458 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																					
Blickfang, Stuttgart	1	3	1.203	62			1.265		1.265	3.800	116	29	145	7							13.513
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		35.432 *
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		10.742
imm 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		100.468 *
interzum, Köln	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 *
ZOW - Furniture Components, Bad Salzufen	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 *
B6 Health, Body Care, Protection at Work, and their Equipment																					
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		55.809 *
Altenpflege+ProPflege, Nürnberg	1	3	25.196	1.234			26.430	771	27.201	53.400	656	64	720	18				33.646	1.041		34.687 *


<div>FKM</div>		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
				Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
Halls				Open Air		Total	Special Shows	Space (net)	Space (gross)			from countries									
Domestic	Foreign			Domestic	Foreign																
For the complete titles see pp. 111																					
●	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	1	4	6.086	2.860		8.946	846	9.792	25.900	181	150	331	29				8.920	2.517	11.437 <sup>1)</sup>	
	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, Cleaning, Communal Services, and their Equipment																	
●	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 Equipment																	
	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, Entertainment Electronics, Photo, Film, and their Equipment																	
●	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 Profile Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll


<div><div>FKM</div><div></div></div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 111																				
PostPrint / directexpo, Berlin	1	3	1.604			1.604	80	1.684	5.500	99	6	105	6							3.500 *
ProLight + Sound, Frankfurt/Main	1	4	13.598	17.994	155	160	31.907	2.150	34.057	64.800	356	491	847	42				20.310	13.321	33.631 *)
SHOWTECH, Berlin	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 *
B10 Education, Setting up a business																				
didacta - die Bildungsmesse, Hannover	1	5	25.454	482			25.936	4.641	30.577	53.600	642	32	674	13				72.554	881	73.435 *
LEARNTEC, Karlsruhe	1	3	2.147	245			2.392	892	3.284	12.500	137	22	159	10				2.368	203	2.571 *
NewCome, Stuttgart	2	2	2.239	24			2.263	165	2.428	4.900	142	3	145	3	18		18	4.328	88	4.416
START Bayern, Nürnberg	1	2	1.188	17			1.205	340	1.545	3.000	81	3	84	3	30		30			1.791
START Essen	1	2	2.112	95			2.207	472	2.679	6.100	149	11	160	9	30		30			3.484
START Niedersachsen, Hannover	1	2	1.023	44			1.067	340	1.407	3.500	87	2	89	3	24		24			1.103
B11 Sports, Games, Leisure, and their Equipment																				
ABF, Hannover	1	9	30.942	909	428		32.279	7.897	40.176	101.500	705	54	759	18						135.083 *
aktiv+vital - Health and Wellness, Dresden	1	3	1.369	28			1.397	5.000	6.397	11.000	171	5	176	4						5.618
ANIMAL, Stuttgart	1	3	1.808	33			1.841	10.097	11.938	31.500	103	3	106	3						36.174 *)
boot, Düsseldorf	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, Bremen	1	3	9.269	9			9.278	129	9.407	14.800	74	1	75	2						17.785 2)
CARAVAN SALON, Düsseldorf	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 *
CFT - Camping, Leisure and Tourism, Freiburg	1	9	13.925	739	2.473		17.137	2.552	19.689	30.400	296	41	337	10						48.620
CMT - The holiday exhibition, Stuttgart	1	9	44.223	9.096	58		53.377	4.481	57.858	100.000	1.304	549	1.853	57	45	25	70	202.986	2.050	205.036 *
CREATIVA, Dortmund	1	5	7.918	974			8.892	2.454	11.346	34.600	384	54	438	9	1	3	4	73.310	1.496	74.806 *
Dresdner Reisemarkt - Travel market, Dresden	1	3	4.092	993	66		5.151	2.192	7.343	20.000	413	121	534	28	44	20	64			27.928 *
EQUITANA, Essen	2	9	24.690	8.534			33.224	14.140	47.364	95.700	634	227	861	27				153.990	17.110	171.100 *
EUROBIKE, Friedrichshafen	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	66.023 *
f.re.e - The new C-B-R, München	1	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 *
FAHOBA.kreativ, Dortmund	1	3	2.129	184			2.313	100	2.413	7.850	44	6	50	4		2	2	1.968	59	2.027 *
Fahrrad Essen, Essen	1	3	3.149	97			3.246	1.315	4.561	8.500	132	4	136	3				34.998	211	35.209 *)
fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe	1	2	1.508				1.508	682	2.190	5.000	71	10	81	7						6.500
FIBO, Essen	1	4	20.119	11.270			31.389	3.669	35.058	74.600	315	221	536	30				42.909	7.572	50.481 *
FREIZEIT, TOURISTIK + GARTEN, Nürnberg	1	9	18.990	1.636			20.626	5.125	25.751	52.800	452	90	542	13						106.604
FSB / aquanale, Köln	2	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
Garten ,München	1	7	6.037	685			6.722	1.070	7.792	18.600	152	17	169	7	8	4	12	112.549	2.063	114.612 6)
GOLF EUROPE, München	1	3	2.221	3.333			5.554	91	5.645	11.100	92	126	218	26				1.907	2.056	3.963 *
handarbeit & hobby, Köln	1	3	4.562	2.974			7.536	983	8.519	19.000	97	114	211	24	1		1	6.543	2.432	8.975
hanseboot, Hamburg	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	87.973 *
HAUS + GARTEN, Essen	1	5	5.082	103			5.185	4.041	9.226	28.100	289	7	296	5						48.929 *
hobby + elektronik, Stuttgart	1	4	2.943	12			2.955	1.268	4.223	11.000	72	1	73	2						54.254 4)

● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted  
<sup>2)</sup> Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of REISE/CAMPING/Fahrrad Essen. Recurring names were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted <sup>5)</sup> ascertained by a representative poll <sup>6)</sup> Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted



	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total	from countries	Domestic Foreign Total			Domestic Foreign Total			
For the complete titles see pp. 111																					
● 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 <sup>1)</sup>
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 <sup>2)</sup>
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 <sup>2)</sup>
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	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 *	
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	1	2	2.244				2.244	5.956	8.200	15.600	148	9	157	6				10.894	79	10.973 *	
Pferd, Stuttgart	1	3	2.931	141			3.072	4.139	7.211	20.900	105	8	113	7							26.084 <sup>5)</sup>
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	5	21.822	1.842			23.664	700	24.364	60.000	432	115	547	22				84.442	510	84.952 *	
Reiselust, Bremen	1	3	2.657	310			2.967	386	3.353	9.300	218	43	261	12				14.274	217	14.491 *	
Reisen & Caravan, Erfurt	1	4	4.973	359			5.332	600	5.932	14.000	138	18	156	12	52	28	80				31.122 *
REISEN HAMBURG, 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	72.284 *	
Riding - hunting - fishing, Erfurt	1	3	3.545	272	433		4.250	2.986	7.236	14.800	168	15	183	9							23.174 *
Spielwarenmesse - International Toy Fair, Nürnberg	1	6	50.914	53.445			104.359		104.359	157.000	876	1.813	2.689	59				37.358	38.051	75.409 *	
● spoga, Köln	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 *	
Süddeutsche Spielmesse, Stuttgart	1	4	2.005	89			2.094	2.918	5.012	10.500	75	5	80	5							40.251 <sup>2)</sup>
Touristik & Caravaning International, Leipzig	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 *	
● TourNatur, Düsseldorf	1	3	3.464	483			3.947	1.568	5.515	14.600	194	75	269	14				40.554	576	41.130 <sup>7)</sup>	
West German Mineral Days, Dortmund	1	2	1.068	237			1.305	801	2.106	11.300	162	42	204	16							8.927
B12 Electrical Engineering and Electronics																					
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 Profile Analyses see page 30 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted <sup>3)</sup> ascertained by a representative poll <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of REISE/CAMPING/Fahrrad Essen. Recurring names were permitted <sup>5)</sup> Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted <sup>6)</sup> Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted <sup>7)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Recurring names were permitted

<div><div>FKM</div><div></div></div>	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 111																				
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	21.253	
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	48.595	
B13 Metal-Working, Automation, Measuring, Quality Assurance																				
Composites Europe, Stuttgart	1	3	3.918	1.582		5.500	775	6.275	13.100	197	97	294	25	10	6	16	4.800	1.651	6.451 *	
Hannover Messe: Digital Factory, Hannover	1	5	3.661	212		3.873		3.873	7.200	170	13	183	12				25.367	6.622	31.989 <sup>*)</sup>	
Hannover Messe: Industrial Automation, Hannover	1	5	51.760	9.186	617	61.563	9.084	70.647	111.500	752	341	1.093	32				78.570	24.002	102.572 <sup>*)</sup>	
Hannover Messe: MicroNanoTec, Hannover	1	5	1.489	288		1.777		1.777	3.200	85	45	130	12				27.347	5.881	33.228 <sup>*)</sup>	
Hannover Messe: Power Plant Technology, Hannover	1	5	1.019	522		1.541		1.541	3.400	32	15	47	10				21.976	10.013	31.989 <sup>*)</sup>	
SCHWEISSEN & SCHNEIDEN, Essen	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 *	
SENSOR + TEST, Nürnberg	1	3	6.371	1.552		7.923	2.202	10.125	18.300	391	146	537	26				5.543	1.473	7.016 *	
B14 Plastic and Wood Processing																				
KMO - Plastic Processing Fair, Bad Salzufflen	1	4	3.552	448		4.000		4.000	5.500	80	10	90	6						3.914 *	
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	79.717 *	
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	9.300 *	
DENEX, Wiesbaden	1	2	759	108	101	968		968	2.200	61	5	66	5						1.054	
EnergieSparTage, Hannover	1	3	843	18	257	1.118	796	1.914	3.950	68	1	69	2						1.973	
enertec, Leipzig	2	3	3.562	267		3.829	664	4.493	15.000	202	35	237	11				10.372	569	10.941 *	
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	14.567 *	
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	98.444 <sup>*)</sup>	
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	58.406 <sup>*)</sup>	
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	58.629	
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	15.414 *	
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	10.984 *	
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	10.933 *	
ceramitec, München	3	4	11.410	8.477		19.887		19.887	40.000	319	337	656	35				6.259	8.342	14.601	
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	19.756 *	
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	33.846 *	
FMB -Supplier show for the Machinery Industry, Bad Salzufflen	1	3	5.617	219		5.836	310	6.146	13.500	369	25	394	7	18		18	5.276	74	5.350	
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	25.591 <sup>*)</sup>	
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	75.123 <sup>*)</sup>	
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	43.134 <sup>*)</sup>	
Hannover Messe: Subcontracting, Hannover	1	5	14.798	14.281		29.079	1.360	30.439	50.600	616	890	1.506	48				34.629	13.871	48.500 <sup>*)</sup>	
Hannover Messe: Surface Technology, Hannover	2	5	7.615	932		8.547		8.547	14.500	212	54	266	20				33.056	8.840	41.896 <sup>*)</sup>	

+ Events with changing venues    • Recognized by UFI – The Global Association of the Exhibition Industry  
Recurring names were permitted

\* Visitors Profil Analyses see page 30 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll at HANNOVER MESSE.

	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
			Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 111																				
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	2	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 Industries																				
BioFach / Vivanness, 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	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 *)
Promotion World, Hannover	1	5	3.300	163			3.463	40	3.503	7.300	128	12	140	10				16.964	3.674	20.638 *
PSI Messe, Düsseldorf	1	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	3	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 *)
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	19.100	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 Profile Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll

5.2

## afa (2007) → Augsburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>89 446</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	-

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	100 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
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	38
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	20

<b>Frequency of visits to trade fair</b>	%
2006	61
2005	63
2004	61
2003	55
Earlier events	55
First visit	11

## Additional data private visitors

<b>Sex</b>	%
Male	51
Female	49
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	14
over 30 up to 40 years	17
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	17
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	19
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	6
N/A	17

<b>Size of household</b>	%
1 person	10
2 persons	42
3 persons	17
4 persons	22
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	56
no	13
maybe	31

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	25
maybe	50

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## interlift → Augsburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>15 955</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	65

<b>Total Germany</b>	<b>45</b>
Baden-	North Rhine-
Württemberg	24 Westphalia
Bavaria	41 Rhineland-
Berlin	6 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>55</b>
of which	EU
	Rest of Europe
	Middle East
	South-, East-, Central Asia
	Other
	11

<b>The five countries with the highest visitor shares</b>	%
Switzerland	13
Italy	9
Netherlands	8
Great Britain	7
France	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	43
Skilled worker	9
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	1
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	50
2005	36
2003	26
2001	22
Earlier events	17
First visit	42

## Additional data trade visitors

<b>Economic sector</b>	%
Elevator construction	48
Elevator assembly/installation	26
Elevator technology, accessories	9
Maintenance/ servicing	13
Mechanical engineering	8
Electrical engineering industrie	8
Trade	6
Public authority/administration	2
Metalworking and processing	2
Electrical trade, electrical installation	3
Architects, planning professions	3
Other service sectors	6
Other	6

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	27
Collectively	25
In an advisory capacity	23
No	22
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	24
Research/development/design	15
Planning/work preparation	10
Manufacture/production	12
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	-
Marketing/sales/advertising/PR	12
Storage/material management/logistics/ transport	-
Maintenance/repairs	11
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	11
5- 9	14
10- 49	21
50- 99	14
100-199	9
200-499	7
500- 999	4
1 000- 9 999	11
10 000 and more	7
Student	2
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	58
two	30
three	6
four	6
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	48
3rd day	47
4th day	32

Conducted by: Messe- und Congressberatung Dirr, Hamburg

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 984</b>
<b>Proportion of trade visitors</b>	<b>66%</b>
<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	23
more than 100 km up to 300 km	25
over 300 km	13
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	10
Bavaria	82
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	2
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>8</b>
of which EU	75
Other	25
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	12
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2008	30
2007	25
2006	18
Earlier events	9
First visit	53

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>34%</b>
<b>Region of residence</b>	%
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
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	4
Bavaria	95
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>1</b>
of which EU	67
Other	33
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	25
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	4
Housewife/man	4
Old-age pensioner	17
<b>Frequency of visits to trade fair</b>	%
2008	19
2007	20
2006	15
Earlier events	11
First visit	55

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	47
more than 50 km up to 100 km	23
more than 100 km up to 300 km	20
over 300 km	9
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	8
Bavaria	86
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
of which EU	74
Other	26
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	10
Housewife/man	1
Old-age pensioner	6
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	27
2007	23
2006	17
Earlier events	10
First visit	54

**Additional data trade visitors**

<b>Economic sector</b>	%
Public office, authority, ministry	7
Plant construction, industry, production	11
Architects, planners, engineer's office, energy consultant	13
Energy supplies	8
Financing, business promotion, insurance	2
Agriculture and forestry	10
Trade/sales	8
Skilled trades, installation, sanitary/heating/air-conditioning	15
Science, research, development	3
Other	8
Student	12
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	25
In an advisory capacity	16
No	12
Student	12
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	34
Research/development/design	8
Planning/work preparation	14
Manufacture/production	8
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	3
Maintenance/repairs	7
Other area	13
Student	12
Other not gainfully employed	3
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	37
5- 9	9
10- 49	11
50- 99	6
100-199	5
200-499	5
500- 999	3
1 000- 9 999	7
10 000 and more	3
Student	12
other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	87
two	11
three	1
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	34
2nd day	36
3rd day	24
4th day	23

**Additional data private visitors**

<b>Sex</b>	%
Male	79
Female	21
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	13
over 30 up to 40 years	16
over 40 up to 50 years	28
over 50 up to 60 years	22
over 60 up to 70 years	13
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	13
N/A	12
<b>Size of household</b>	%
1 person	7
2 persons	31
3 persons	16
4 persons	25
5 persons and more	21
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	14
no	48
maybe	38
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	52
no	13
maybe	35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## KMO → Bad Salzuflen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 914</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	36
more than 50 km up to 100 km	23
more than 100 km up to 300 km	32
over 300 km	9

<b>Total Germany</b>		<b>97</b>
Baden-		North Rhine-
Württemberg	3	Westphalia 68
Bavaria	3	Rhineland-
Berlin		Palatinate -
Brandenburg	-	Saarland -
Bremen		Saxony -
Hamburg		Saxony-Anhalt -
Hesse	5	Schleswig-
Mecklenburg-		Holstein -
West Pomerania		Thuringia -
Lower Saxony	16	

<b>Total Foreign</b>	<b>3</b>
----------------------	----------

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	8
Department head, group head	17
Other salaried staff/public service	29
Skilled worker	1
Lecturer, teacher, scientific assistant	1
Trainee	1

<b>Frequency of visits to trade fair</b>	%
2008	40
2006	36
2005	33
Earlier events	29
First visit	43

## Additional data trade visitors

<b>Economic sector</b>	%
Plastics processor	41
Plastics user	10
Toolmaking	16
Mechanical engineering	17
Science/development	2
Electrical industry/electrical engineering	4
Trade/services	10
Automobile industry or its supplying firms	3
Chemical industry	2
Other	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	25
In an advisory capacity	25
No	10

<b>Area of responsibility</b>	%
Management	34
Research/development/design	26
Planning/work preparation	12
Manufacture/production	20
Production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	3
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	5

<b>Size of company/organization:</b>	%
Number of employees:	
1- 9	18
10- 49	25
50- 99	16
100-199	16
200- 499	13
500- 999	5
1 000- 9 999	5
10 000 and more	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	88
two	8
three	2
four	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	34
2nd day	41
3rd day	37
4th day	3

Conducted by: Explorare-Institut für Marktforschung, Bielefeld

## ZOW → Bad Salzuflen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>17 281</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	12
more than 100 km up to 300 km	22
over 300 km	35

<b>Total Germany</b>		<b>79</b>	
Baden-		North Rhine-	
Württemberg	6	Westphalia	63
Bavaria	6	Rhineland-	
Berlin	1	Palatinate	1
Brandenburg	-	Saarland	-
Bremen	1	Saxony	1
Hamburg	2	Saxony-Anhalt	1
Hesse	4	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania	-	Thuringia	1
Lower Saxony	13		

<b>Total Foreign</b>	<b>21</b>
of which	
EU	80
Rest of Europe	9
Other	12

<b>The three countries with the highest visitor shares</b>	%
Netherlands	11
Great Britain	9
Italy	8

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff/public service	19
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	7
Student	4

<b>Frequency of visits to trade fair</b>	%
2008	54
2007	49
Earlier events	50
First visit	30

## Additional data trade visitors

<b>Economic sector</b>	%
Office furniture	17
Kitchen furniture	25
Bathroom furniture	15
Living room, bedroom and teenagers' furniture	16
Furniture trade	6
Interior work, joinery	17
Free-lance designer	4
Interior designer	5
Media	1
Timber trade	5
Supplier	23
Other	20

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	30
In an advisory capacity	18
No	12
Student	4

<b>Area of responsibility</b>	%
Management	41
Research/development/design	21
Planning/work preparation	20
Manufacture/production	19
Production, quality control	9
Buying/procurement	26
Finance/accounting, controlling	9
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	5
Student	4

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	9
10- 49	22
50- 99	11
100-199	11
200- 499	10
500- 999	7
1 000- 9 999	9
10 000 and more	1
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	20
three	5
four	5
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	42
3rd day	42
4th day	26

Conducted by: NordWestConsult GmbH, Bielefeld

# ART FORUM (2008) → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>28 833</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	51
more than 50 km up to 100 km	2
more than 100 km up to 300 km	7
over 300 km	40
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	3
Bavaria	4
Berlin	64
Brandenburg	10
Bremen	1
Hamburg	3
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	3
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>28</b>
of which EU	69
Rest of Europe	11
North America	9
Other	11
<b>The three countries with the highest visitor shares</b>	<b>%</b>
France	10
Denmark	8
Italy	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	5
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	5
Student	30
Other not gainfully employed	7
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	31
2006	28
2005	21
Earlier events	16
First visit	55

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>38%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	62
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	31
<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	3
Bavaria	4
Berlin	68
Brandenburg	9
Bremen	-
Hamburg	4
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	1
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>19</b>
of which EU	69
Other	31
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	19
Skilled worker	1
Lecturer, teacher, scientific assistant	6
Trainee	2
Other position	6
Student	17
Other not gainfully employed	19
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	33
2006	28
2005	24
Earlier events	15
First visit	52

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	55
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	36
<b>Total Germany</b>	<b>75</b>
Baden-Württemberg	3
Bavaria	4
Berlin	66
Brandenburg	9
Bremen	1
Hamburg	3
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	2
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>25</b>
of which EU	69
Rest of Europe	12
North America	9
Other	10
<b>The five countries with the highest visitor shares</b>	<b>%</b>
France	10
Denmark	8
Hungary	6
Netherlands	6
Great Britain	6
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	3
Other salaried staff/public service	10
Skilled worker	2
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	5
Student	25
Other not gainfully employed	12
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	32
2006	28
2005	22
Earlier events	16
First visit	54

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Curator, museum, art association, public art collection	7
Press, publisher	8
Art Consulting	10
Independent curator	9
Gallery owner	9
Gallery employee	5
Art trade	10
Organization of art exhibitions	3
Freelance in art field	21
Auctioneer	4
Private collector	6
Other	12
Student	30
Other not gainfully employed	7
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	11
In an advisory capacity	9
No	12
Student	30
Other not gainfully employed	7
<b>Area of responsibility</b>	<b>%</b>
Management	16
Research/development/design	8
Planning/work preparation	8
Manufacture/production	7
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
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	39
5- 9	6
10- 49	8
50- 99	3
100-199	1
200-499	2
500- 999	1
1 000- 9 999	1
10 000 and more	3
Student	30
Other not gainfully employed	7
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	79
two	16
three	4
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	32
2nd day	34
3rd day	34
4th day	27

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	53
Female	47
<b>Age</b>	<b>%</b>
up to 20 years	8
over 20 up to 30 years	17
over 30 up to 40 years	16
over 40 up to 50 years	23
over 50 up to 60 years	17
over 60 up to 70 years	14
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	5
more than 2 000,- EUR up to 2 600,- EUR	6
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	21
N/A	33
<b>Size of household</b>	<b>%</b>
1 person	29
2 persons	42
3 persons	11
4 persons	10
5 persons and more	8
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	17
no	51
maybe	33
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	10
no	42
maybe	48

Conducted by: Hopp & Partner, Berlin

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

## Basic data trade visitors

<b>Total number of visitors</b>	<b>14 384</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	23
more than 50 km up to 100 km	4
more than 100 km up to 300 km	23
over 300 km	51

<b>Total Germany</b>		<b>91</b>	
Baden-		North Rhine-	
Württemberg	9	Westphalia	14
Bavaria	8	Rhineland-	
Berlin	20	Palatinate	2
Brandenburg	10	Saarland	1
Bremen	1	Saxony	5
Hamburg	3	Saxony-Anhalt	4
Hesse	4	Schleswig-	
Mecklenburg-		Holstein	3
West Pomerania	5	Thuringia	3
Lower Saxony	9		

<b>Total Foreign</b>	<b>9</b>
of which EU	67
Rest of Europe	23
Other	10

<b>The two countries with the highest visitor shares</b>	%
Austria	15
Switzerland	14

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	7
Department head, group head	26
Other salaried staff/public service	12
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	46
2005	36
2003	24
2001	17
First visit	38

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	11
Skilled trades	21
Retail trade	1
Wholesale/foreign trade	8
Service	49
Public authority/administration	5
Association/guild/chamber	1
School, university, education	2
Other	2
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	31
In an advisory capacity	21
No	12
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	41
Research/development/design	3
Planning/work preparation	15
Manufacture/production	6
Production, quality control	8
Buying/procurement	22
Finance/accounting, controlling	8
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	11
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	8
Maintenance/repairs	7
Other area	19
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	8
10- 49	18
50- 99	9
100-199	12
200-499	15
500- 999	9
1 000- 9 999	13
10 000 and more	6
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	24
three	5
four	1
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	29
2nd day	40
3rd day	40
4th day	28

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FRUIT LOGISTICA → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>50 232</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	4
more than 50 km up to 100 km	1
more than 100 km up to 300 km	5
over 300 km	90

<b>Total Germany</b>		<b>22</b>	
Baden-		North Rhine-	
Württemberg	14	Westphalia	15
Bavaria	8	Rhineland-	
Berlin	18	Palatinate	4
Brandenburg	5	Saarland	-
Bremen	1	Saxony	5
Hamburg	6	Saxony-Anhalt	2
Hesse	6	Schleswig-	
Mecklenburg-		Holstein	4
West Pomerania	2	Thuringia	1
Lower Saxony	11		

<b>Total Foreign</b>	<b>78</b>
of which EU	68
Rest of Europe	8
Africa	7
North America	5
South and Central America	6
Middle East	4
South-, East-, Central Asia	2
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Spain	13
Italy	10
France	9
Netherlands	9
Great Britain	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	21
Senior department head, other employee with managerial responsibility	8
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	6
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	38
2007	28
2006	23
Earlier events	15
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Fruit and vegetable growers	32
Importers, exporters	31
Industry	8
Retail trade (central buying)	4
Retail trade (distribution)	5
Own wholesale trade of retail grocery trade	7
Other wholesale trade	6
Hotel, catering trade	2
Packaging companies	6
Packaging machinery manufacturer	1
Freight forwarders, transport companies	6
Other services	8
Authority/public services	2
Association/club/institution	3
Research, apprenticeship, training	4
Other	4
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	30
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	42
Research/development/design	11
Planning/work preparation	10
Manufacture/production	9
Production, quality control	8
Buying/procurement	18
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	23
Storage/material management/logistics/transport	6
Maintenance/repairs	2
Other area	7
Student	3
Other not gainfully employed	1

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	33
two	39
three	28
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	63
2nd day	79
3rd day	54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# International Green Week → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>397 866</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	37
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	36
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	2
Bavaria	6
Berlin	33
Brandenburg	16
Bremen	3
Hamburg	1
Hesse	3
Mecklenburg-West Pomerania	5
Lower Saxony	7
North Rhine-Westphalia	7
Rhineland-Palatinate	1
Saarland	1
Saxony	4
Saxony-Anhalt	7
Schleswig-Holstein	4
Thuringia	3
<b>Total Foreign</b>	<b>8</b>
of which EU	54
Rest of Europe	30
Other	16
<b>The country with the highest visitor share</b>	<b>%</b>
Poland	15
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	13
Lecturer, teacher, scientific assistant	4
Trainee	5
Other position	13
Farmer	8
Student	13
Housewife/man	5
Old-age pensioner	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	37
2007	35
2006	33
Earlier events	76
First visit	39

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	<b>%</b>
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
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	3
Berlin	45
Brandenburg	23
Bremen	5
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	5
Lower Saxony	4
North Rhine-Westphalia	2
Rhineland-Palatinate	1
Saarland	-
Saxony	5
Saxony-Anhalt	6
Schleswig-Holstein	2
Thuringia	3
<b>Total Foreign</b>	<b>2</b>
of which EU	50
Rest of Europe	33
Other	17
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Farmer	1
Student	12
Housewife/man	4
Old-age pensioner	22
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	41
2007	39
2006	38
Earlier events	71
First visit	27

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	52
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	18
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	3
Berlin	43
Brandenburg	22
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	5
Lower Saxony	4
North Rhine-Westphalia	3
Rhineland-Palatinate	1
Saarland	-
Saxony	4
Saxony-Anhalt	6
Schleswig-Holstein	3
Thuringia	3
<b>Total Foreign</b>	<b>3</b>
of which EU	53
Rest of Europe	31
Other	16
<b>The country with the highest visitor share</b>	<b>%</b>
Poland	17
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	21
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	4
Student	13
Housewife/man	17
Old-age pensioner	3
Farmer	3
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	39
2007	37
2006	36
Earlier events	72
First visit	31

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
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	7
Other industry	2
Authorities, public facilities, associations	9
School, technical college, university	4
Other	4
Student	15
Other not gainfully employed	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	24
Collectively	20
In an advisory capacity	17
No	17
Student	13
Other not gainfully employed	8
<b>Area of responsibility</b>	<b>%</b>
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 (EDP)	4
Administration/organization/personnel/social welfare/training	14
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	5
Maintenance/repairs	4
Other area	23
Student	13
Other not gainfully employed	8
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	24
5- 9	9
10- 49	19
50- 99	6
100-199	5
200-499	5
500- 999	4
1 000- 9 999	3
10 000 and more	4
Student	13
other not gainfully employed	8
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	67
two	16
three	8
four	3
five	1
six	2
seven	1
eight	-
9	-
ten	-
11	-
12	-
13	-
14	-
15	-
16	-
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## Basic data trade visitors

<b>Total number of visitors</b>	<b>135 672</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	2
more than 100 km up to 300 km	13
over 300 km	64
<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	12
Bavaria	12
Berlin	27
Brandenburg	8
Bremen	2
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	3
Lower Saxony	7
North Rhine-Westphalia	5
Rhineland-Palatinate	12
Saarland	3
Saxony	1
Saxony-Anhalt	4
Schleswig-Holstein	2
Thuringia	2
<b>Total Foreign</b>	<b>34</b>
of which EU	68
Rest of Europe	12
Africa	5
North America	2
South and Central America	3
Middle East	4
South-, East-, Central Asia	5
<b>The five countries with the highest visitor shares</b>	%
Poland	15
Austria	12
Spain	7
Switzerland	5
Italy	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	15
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	3
Student	23
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	37
2007	30
2006	27
2005	20
Earlier events	22
First visit	44

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>38%</b>
<b>Region of residence</b>	%
up to 50 km	72
more than 50 km up to 100 km	4
more than 100 km up to 300 km	9
over 300 km	16
<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	3
Bavaria	2
Berlin	62
Brandenburg	18
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	3
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	3
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>4</b>
of which EU	68
Other	32
<b>The country with the highest visitor share</b>	%
Poland	41
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	32
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	3
Student	11
Housewife/man	2
Old-age pensioner	20
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	32
2007	34
2006	27
2005	22
Earlier events	26
First visit	36

## Basic data all visitors

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

## Additional data trade visitors

<b>Economic sector</b>	%
Tourism organizations	6
Tour operator	17
Travel agency	12
Trade fair organizer/conference and congress organizer	1
Hotel company	10
Business travel	3
Transport carriers (bus, train, ship and air companies)	3
Travel technology, information and reservation systems	2
PR/advertising/consultancy	2
Leisure centre/leisure park	2
Publishing houses/press	6
Research institute/educational institution	4
Tourism federations/associations	4
Vacation property	1
Other	12
Student	23
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	24
In an advisory capacity	15
No	14
Student	23
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	23
Research/development/design	5
Planning/work preparation	10
Manufacture/production	5
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	15
Student	23
Other not gainfully employed	2

## Size of company/organization:

Number of employees:	%
1- 4	18
5- 9	10
10- 49	17
50- 99	8
100-199	6
200-499	7
500- 999	3
1 000- 9 999	5
10 000 and more	2
Student	23
other not gainfully employed	2

## Length of stay

1. Length of stay (days):	%
one	44
two	25
three	21
four	5
five	5
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	48
2nd day	57
3rd day	50
4th day	30
5th day	19

## Additional data private visitors

<b>Sex</b>	%
Male	49
Female	51
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	19
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	19
over 60 up to 70 years	15
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	8
N/A	17
<b>Size of household</b>	%
1 person	26
2 persons	45
3 persons	15
4 persons	11
5 persons and more	4
<b>Buying and ordering capacity</b>	N/A
Purchase or order made or intended at the exhibition	
yes	
no	
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	43
no	21
maybe	37
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund

## Import Shop (2008) → Berlin

### Basic data private visitors

<b>Total number of visitors</b>	<b>42 184</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	87
more than 50 km up to 100 km	4
more than 100 km up to 300 km	4
over 300 km	5
<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 Rhineland-
Berlin	76 Palatinate
Brandenburg	18 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	30
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	12
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	58
2005	55
2004	50
2003	35
First visit	23

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	22
Female	78
<b>Age</b>	<b>%</b>
up to 20 years	9
over 20 up to 30 years	13
over 30 up to 40 years	10
over 40 up to 50 years	26
over 50 up to 60 years	19
over 60 up to 70 years	17
over 70 years	6
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	34
<b>Size of household</b>	<b>%</b>
1 person	21
2 persons	45
3 persons	17
4 persons	12
5 persons and more	5
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	92
no	2
maybe	7
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	26
no	28
maybe	46
Conducted by: Hopp & Partner, Berlin	

## MODERNER STAAT → Berlin

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 987</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	32
more than 50 km up to 100 km	1
more than 100 km up to 300 km	14
over 300 km	53
<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	7 Rhineland-
Berlin	26 Palatinate
Brandenburg	8 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	8 Schleswig-
Mecklenburg-	Holstein
West Pomerania	2 Thuringia
Lower Saxony	7
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organization</b>	<b>%</b>
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, head of division, section head, subject head	18
Commercial clerk, desk officer	15
Other salaried public service employee	30
Member of the board, managing director, owner	3
Area manager, authorized signatory	3
Department head, group head	7
Commercial clerk, skilled worker	1
Other salaried staff	6
Lecturer, teacher, scientific assistant	1
Trainee, student	2
Other	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	30
2007	24
Earlier events	22
First visit	51

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Regional administration	28
Federal administration	22
Local government, city council	20
Private industry	11
Service	7
Association, organization, trade union	3
Politics (municipal)	2
Politics (federal)	2
Politics (regional)	1
Educational/training institutions, academy	2
Diplomacy	1
Other	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	8
Collectively	33
In an advisory capacity	30
No	27
Student	2
<b>Area of responsibility</b>	<b>%</b>
Management	8
Research/development/design	2
Planning/work preparation	2
Manufacture/production	-
Production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	10
Information, communication technology (EDP)	19
Administration/organization/personnel/social welfare/training	29
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	19
Student	2
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	2
5- 9	2
10- 49	5
50- 99	4
100-199	10
200- 499	18
500- 999	16
1 000- 9 999	30
10 000 and more	10
Student	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	39
two	61
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	84
2nd day	77
Conducted by: Wissler & Partner, Basel	

## PostPrint - directexpo → Berlin

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 500</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	60
more than 50 km up to 100 km	3
more than 100 km up to 300 km	19
over 300 km	18

<b>Total Germany</b>	<b>96</b>	
Baden-	North Rhine-	
Württemberg	3 Westphalia	6
Bavaria	3 Rhineland-	
Berlin	55 Palatinate	-
Brandenburg	12 Saarland	-
Bremen	- Saxony	7
Hamburg	2 Saxony-Anhalt	3
Hesse	4 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	2
Lower Saxony	4	

<b>Total Foreign</b>	<b>4</b>
of which EU	80
Rest of Europe	20
Other	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	16
Other salaried staff/public service	19
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	3
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
PostPrint/directexpo 2008	28
PostPrint 2007	20
PostPrint 2006	11
First visit	58

### Additional data trade visitors

<b>Economic sector</b>	%
Reproduction and type-setting studios	3
Graphic agency/Advertising agency	14
Printing works/In-house printer	21
Bookbinding	3
Copy shop/Letter shop	6
Specialist trade	3
Public authority, institution and educational 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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	28
In an advisory capacity	22
No	8
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	35
Research/development/design	3
Planning/work preparation	11
Manufacture/production	19
Production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	4
Information, communication technology (EDP)	8
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	3
Maintenance/repairs	3
Other area	8
Student	6
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	24
5- 9	12
10- 49	17
50- 99	9
100-199	7
200-499	7
500- 999	6
1 000- 9 999	5
10 000 and more	6
Student	6
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one 91	two 6
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day 32	2nd day 43
3rd day	37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SHOWTECH → Berlin

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 809</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	1
more than 100 km up to 300 km	19
over 300 km	49

<b>Total Germany</b>	<b>78</b>	
Baden-	North Rhine-	
Württemberg	6 Westphalia	9
Bavaria	6 Rhineland-	
Berlin	34 Palatinate	2
Brandenburg	5 Saarland	-
Bremen	4 Saxony	6
Hamburg	3 Saxony-Anhalt	5
Hesse	3 Schleswig-	
Mecklenburg-	Holstein	5
West Pomerania	3 Thuringia	2
Lower Saxony	8	

<b>Total Foreign</b>	<b>22</b>
of which EU	65
Rest of Europe	30
Other	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	28
Other salaried staff/public service	9
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	3
Student	9
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	30
2005	27
Earlier events	21
First visit	52

### Additional data trade visitors

<b>Economic sector</b>	%
Theatre, opera, concert, festival hall	42
Congress centres, trade fairs, exhibitions	3
Sports and multi-purpose halls	3
Other event venues	2
Event organizer/management	10
Film, radio, TV	6
Industry (manufacturer)	5
Cultural administration	5
Architects, building planners	4
Exhibition stand construction	2
Discotheque	1
University, technical college	1
Other	7
Student	9
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	30
In an advisory capacity	22
No	14
Student	9
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	16
Research/development/design	3
Planning/work preparation	14
Manufacture/production	17
Production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	20
Student	9
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	19
5- 9	7
10- 49	15
50- 99	6
100-199	7
200-499	16
500- 999	12
1 000- 9 999	7
10 000 and more	2
Student	9
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one 60	two 29
three	12
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## WASSER BERLIN

### Basic data trade visitors

<b>Total number of visitors</b>	<b>24 511</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	3
more than 100 km up to 300 km	20
over 300 km	58

<b>Total Germany</b>	<b>79</b>	
Baden-	North Rhine-	
Württemberg	6 Westphalia	13
Bavaria	8 Rhineland-	
Berlin	17 Palatinate	5
Brandenburg	11 Saarland	1
Bremen	1 Saxony	8
Hamburg	1 Saxony-Anhalt	5
Hesse	7 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	5 Thuringia	4
Lower Saxony	8	

<b>Total Foreign</b>	<b>21</b>
of which EU	62
Rest of Europe	15
Africa	6
South-, East-, Central Asia	8
Other	9

<b>The three countries with the highest visitor shares</b>	%
Austria	8
Denmark	6
Italy	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	24
Skilled worker	6
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	2
Student	7

<b>Frequency of visits to trade fair</b>	%
Wasser/Gas Berlin 2006	29
Wasser Gas Berlin 2003	21
IFW / IFG Berlin 2000	3
Earlier events	12
First visit	53

## Additional data trade visitors

<b>Economic sector</b>	%
Civil engineering	8
Pipeline construction	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	3
Industry	8
Skilled trades	2
Trade	6
Other	7
Student	7

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

<b>Area of responsibility</b>	%
Management	26
Research/development/design	13
Planning/work preparation	26
Manufacture/production	9
Production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	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

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	9
10- 49	26
50- 99	13
100- 199	8
200- 499	9
500- 999	6
1 000- 9 999	12
10 000 and more	3
Student	7

<b>Length of stay</b>	%
1. Length of stay (days):	
one	59
two	27
three	9
four	3
five	2
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	26
2nd day	41
3rd day	44
4th day	34
5th day	18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	35 133
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<b>Proportion of private visitors</b>	92%
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<b>Region of residence</b>	%
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

<b>Total Germany</b>	94
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	21 Saxony
Hamburg	4 Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	55

<b>Total Foreign</b>	6
of which EU	76
Rest of Europe	14
Other	10

<b>The country with the highest visitor share</b>	%
Netherlands	25

<b>Position in the company/organization</b>	%
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
Trainee	3
Other position	4
Student	6
Housewife/man	2
Old-age pensioner	17
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2008	42
2007	40
2006	34
Earlier events	14
First visit	26

## Additional data private visitors

<b>Sex</b>	%
Male	87
Female	13

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	10
over 30 up to 40 years	15
over 40 up to 50 years	31
over 50 up to 60 years	20
over 60 up to 70 years	14
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	13
N/A	33

<b>Size of household</b>	%
1 person	17
2 persons	42
3 persons	17
4 persons	15
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	51
yes	22
no	27
maybe	27

<b>Follow-up business</b>	%
Intend to buy at later date	24
yes	27
no	50
maybe	50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	9 430
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<b>Proportion of private visitors</b>	96%
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<b>Region of residence</b>	%
up to 50 km	66
more than 50 km up to 100 km	15
more than 100 km up to 300 km	15
over 300 km	4

<b>Total Germany</b>	99
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 Pomerania	1 Thuringia
Lower Saxony	48

<b>Total Foreign</b>	1
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	33
Skilled worker	8
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	25
First visit	46

## Additional data private visitors

<b>Sex</b>	%
Male	60
Female	40

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	18
over 40 up to 50 years	26
over 50 up to 60 years	23
over 60 up to 70 years	15
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	5
N/A	26

<b>Size of household</b>	%
1 person	20
2 persons	47
3 persons	12
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	34
yes	28
no	38
maybe	38

<b>Follow-up business</b>	%
Intend to buy at later date	32
yes	15
no	53
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ReiseLust → Bremen

## Basic data private visitors

<b>Total number of visitors</b>	<b>14 491</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	61
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	3

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	33 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	61

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	26
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	2
Housewife/man	5
Old-age pensioner	30
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	34
2007	24
2006	15
2005	9
First visit	38

## Additional data private visitors

<b>Sex</b>	%
Male	51
Female	49
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	6
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	29
over 60 up to 70 years	23
over 70 years	6

<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	7
N/A	34

<b>Size of household</b>	%
1 person	13
2 persons	63
3 persons	9
4 persons	11
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	20
no	43
maybe	37

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	18
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Boulevard.DORTMUNDER HERBST → Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	<b>75 766</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	9
more than 100 km up to 300 km	2
over 300 km	2

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	1

<b>Position in the company/organization</b>	%
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Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	5
Housewife/man	11
Old-age pensioner	17
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2008	45
2007	47
2006	41
2005	35
Earlier events	44
First visit	15

## Additional data private visitors

<b>Sex</b>	%
Male	32
Female	68
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	12
over 30 up to 40 years	14
over 40 up to 50 years	30
over 50 up to 60 years	22
over 60 up to 70 years	12
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	6
N/A	40

<b>Size of household</b>	%
1 person	15
2 persons	44
3 persons	19
5 persons and more	6
4 persons	16

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	79
no	5
maybe	16

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	23
maybe	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CREATIVA

## Basic data private visitors

<b>Total number of visitors</b>	<b>74 806</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	26
more than 100 km up to 300 km	27
over 300 km	8

<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	1 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	- Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	10

<b>Total Foreign</b>	<b>2</b>
of which EU	89
Rest of Europe	11
Other	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	30
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	8
Educator/Instructor	5
Student	4
Housewife/man	19
Old-age pensioner	6
Other not gainfully employed	7

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	46
2006	39
2005	30
Earlier events	29
First visit	24

## Additional data private visitors

<b>Sex</b>	%
Male	7
Female	93
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	17
over 30 up to 40 years	21
over 40 up to 50 years	31
over 50 up to 60 years	20
over 60 up to 70 years	6
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	4
N/A	38
<b>Size of household</b>	%
1 person	13
2 persons	32
3 persons	21
4 persons	24
5 persons and more	11
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	94
yes	2
no	5
maybe	5
<b>Follow-up business</b>	%
Intend to buy at later date	38
yes	17
no	45
maybe	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	<b>23 118</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	42
more than 50 km up to 100 km	31
more than 100 km up to 300 km	24
over 300 km	3
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	North Rhine- 90
Bavaria	- Westphalia - Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4
<b>Total Foreign</b>	<b>2</b>
of which EU	65
Other	35
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	17
Other salaried staff/public service	16
Skilled worker	16
Lecturer, teacher, scientific assistant	4
Trainee	15
Other position	1
Student	6
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	40
2005	32
2003	29
Elektrotechnik/Technocom 2002	8
Earlier events	21
First visit	31

## Additional data trade visitors

<b>Economic sector</b>	%
Electrical skilled trade	37
Other skilled trades	2
Electrical industry	16
Other industry	8
Electrical wholesale trade	3
Electrical retail trade	1
Other wholesale and retail trade	1
Energy supply company, mains/grid network operator	5
Engineering, planning office, architects	5
Service companies/telecommunications	1
Specialist authority, administration	2
Training institution	3
Other	7
Student	6
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	35
In an advisory capacity	20
No	16
Student	6
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	17
Research/development/design	8
Planning/work preparation	20
Manufacture/production	17
Production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	4
Maintenance/repairs	24
Other area	14
Student	6
Other not gainfully employed	3
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	11
10- 49	16
50- 99	8
100-199	10
200-499	8
500 - 999	8
1 000 - 9 999	9
10 000 and more	6
Student	6
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	93
two	6
three	1
four	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	28
2nd day	31
3rd day	27
4th day	22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	<b>2 141</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	36
more than 100 km up to 300 km	36
over 300 km	8
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	North Rhine- 58
Bavaria	3 Westphalia - Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	14
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	67
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	12
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	3
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	52
2006	41
2005	30
2004	22
Earlier events	20
First visit	29

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	3
Manufacturers	3
Skilled trades	9
Retail trade	64
Wholesale/foreign trade	3
Mail order	3
Service	9
Other	4
Student	3
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	53
Collectively	25
In an advisory capacity	11
No	7
Student	3
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	47
Research/development/design	6
Planning/work preparation	14
Manufacture/production	19
Production, quality control	2
Buying/procurement	41
Finance/accounting, controlling	15
Information, communication technology (EDP)	7
Administration/organisation/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	13
Maintenance/repairs	7
Other area	21
Student	3
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	68
5- 9	12
10- 49	6
50- 99	2
100-199	2
200-499	3
500 - 999	1
1 000 - 9 999	3
10 000 and more	1
Student	3
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	11
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	27
2nd day	48
3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERMODELLBAU (2008) → Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	<b>97 654</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>		<b>83</b>	
Baden-		North Rhine-	
Württemberg	1	Westphalia	73
Bavaria	2	Rhineland-	
Berlin	1	Palatinate	3
Brandenburg	-	Saarland	1
Bremen	1	Saxony	-
Hamburg	1	Saxony-Anhalt	1
Hesse	5	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania	-	Thuringia	1
Lower Saxony	11		

<b>Total Foreign</b>	<b>17</b>
of which EU	94
Other	6

<b>The three countries with the highest visitor shares</b>	%
Netherlands	50
Belgium	19
Great Britain	8

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	24
Skilled worker	19
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	5
Student	4
Housewife/man	1
Old-age pensioner	15
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	52
2005	49
2004	46
Earlier events	46
First visit	14

## Additional data private visitors

<b>Sex</b>	%
Male	94
Female	6
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	19
over 40 up to 50 years	30
over 50 up to 60 years	23
over 60 up to 70 years	10
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	9
N/A	27

<b>Size of household</b>	%
1 person	18
2 persons	36
3 persons	20
4 persons	18
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	81
no	6
maybe	13

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	45
no	15
maybe	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Inter-tabac (2008) → Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 251</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	17
more than 100 km up to 300 km	23
over 300 km	34

<b>Total Germany</b>		<b>76</b>
Baden-	North Rhine-	
Württemberg	2 Westphalia	66
Bavaria	6 Rhineland-	
Berlin	3 Palatinate	2
Brandenburg	- Saarland	1
Bremen	1 Saxony	1
Hamburg	1 Saxony-Anhalt	1
Hesse	6 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	1 Thuringia	1
Lower Saxony	6	

<b>Total Foreign</b>	<b>24</b>
of which EU	72
Rest of Europe	14
Other	14

<b>The country with the highest visitor share</b>	%
Netherlands	21

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	57
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	34
2006	31
2005	22
2004	18
Earlier events	17
First visit	46

## Additional data trade visitors

<b>Economic sector</b>	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacconists, retailers of smokers' supplies, incl. press and stimulants	13
Exclusively tobacco products retail, smoker's requisites	5
Wholesale trade	13
Foreign trade	3
Manufacturer/Industry	10
Skilled trades	2
Other	10
Student	2
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	54
Collectively	29
In an advisory capacity	10
No	5
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	63
Research/development/design	3
Planning/work preparation	5
Manufacture/production	4
Production, quality control	2
Buying/procurement	34
Finance/accounting, controlling	13
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	10
Maintenance/repairs	4
Other area	9
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	47
5- 9	15
10- 49	17
50- 99	5
100- 199	2
200- 499	2
500 - 999	3
1 000 - 9 999	3
10 000 and more	3
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
two 18 three 8 one 74	
<b>2. Average length of stay</b>	1,3 days
<b>3. Share of visitors on the event's days:</b>	
1st day 47 2nd day 47 3rd day 40	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## JAGD &amp; HUND (2008)

## Basic data private visitors

<b>Total number of visitors</b>	<b>73 361</b>
<b>Proportion of private visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	26
more than 100 km up to 300 km	38
over 300 km	10

<b>Total Germany</b>		<b>89</b>
Baden-	North Rhine-	
Württemberg	2 Westphalia	70
Bavaria	2 Rhineland-	
Berlin	- Palatinate	7
Brandenburg	1 Saarland	1
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	7 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	1 Thuringia	-
Lower Saxony	8	

<b>Total Foreign</b>	<b>11</b>
of which EU	98
Other	2

<b>The two countries with the highest visitor shares</b>	%
Netherlands	62
Belgium	26

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, 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	5
Student	7
Housewife/man	4
Old-age pensioner	13
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2007	49
2006	49
2005	44
2004	37
Earlier events	29
First visit	22

## → Dortmund

### Additional data private visitors

<b>Sex</b>	%
Male	79
Female	21
<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	14
over 30 up to 40 years	16
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	12
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	14
N/A	30
<b>Size of household</b>	%
1 person	13
2 persons	35
3 persons	19
4 persons	21
5 persons and more	13
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	84
no	6
maybe	11
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	40
no	20
maybe	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## auto mobil / baby plus (2007) → Dresden

### Basic data private visitors

<b>Total number of visitors</b>	<b>25 700</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	93
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff, public service	21
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	8
Student	9
Other position	6
Other not gainfully employed	20
<b>Frequency of visits to trade fair</b>	%
2006	37
2005	26
Earlier events	16
First visit	21

### Additional data private visitors

<b>Sex</b>	%
Male	64
Female	36
<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	31
over 30 up to 40 years	18
over 40 up to 50 years	15
over 50 up to 60 years	14
over 60 up to 70 years	6
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	13
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	-
N/A	37
<b>Size of household</b>	%
1 person	18
2 persons	41
3 persons	24
4 persons	15
5 persons and more	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	1
no	10
maybe	89
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	6
no	12
maybe	82

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

## Dresdner ReiseMarkt → Dresden

### Basic data private visitors

<b>Total number of visitors</b>	<b>27 928</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	89
more than 50 km up to 100 km	9
more than 100 km up to 300 km	2
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	3 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	37
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	3
Housewife/man	1
Old-age pensioner	41
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	56
2007	53
Earlier events	53
First visit	30

### Additional data private visitors

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

## Jagen, Fischen, Reiten, Forst &amp; Holz (2007) → Dresden

## Basic data private visitors

<b>Total number of visitors</b>	<b>19 755</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	18
more than 100 km up to 300 km	7
over 300 km	2

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	3 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	1

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff, public service	24
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Student	15
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	32
2005	26
Earlier events	19
First visit	23

## Additional data private visitors

<b>Sex</b>	%
Male	55
Female	45
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	17
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	11
over 60 up to 70 years	15
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	14
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	7
more than 2 600,- EUR up to 3 600,- EUR	6
more than 3 600,- EUR up to 5 000,- EUR	3
more than 5 000,- EUR	1
N/A	50

<b>Size of household</b>	%
1 person	15
2 persons	38
3 persons	23
4 persons	15
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	-
yes	36
no	20
maybe	44

<b>Follow-up business</b>	%
Intend to buy at later date	12
yes	9
no	79
maybe	9

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

## A + A → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>55 809</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	25
more than 50 km up to 100 km	13
more than 100 km up to 300 km	22
over 300 km	40

<b>Total Germany</b>	<b>77</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	8 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	8

<b>Total Foreign</b>	<b>23</b>
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

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Belgium	8
Italy	6
Great Britain	6
Austria	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	23
Other salaried staff/public service	26
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	2

<b>Frequency of visits to trade fair</b>	%
2007	45
2005	34
Earlier events	26
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	38
Trade	15
Authority/public services	10
Employers' liability insurance association	4
Skilled trades	4
Public protection institution	3
University/college/polytechnic	2
Security service provider	2
Public health service/welfare work	2
Hospital/clinic/practice/med.laboratory/institute	1
Architect's, planners, engineers	1
Health and safety executive, public safety supervisor	1
Information and communication technology	1
Security systems manufacturer	1
Other	13
Student	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	31
In an advisory capacity	35
No	12
Student	2

<b>Area of responsibility</b>	%
Management	17
Research/development/design	6
Planning/work preparation	5
Manufacture/production	9
Production, quality control	3
Buying/procurement	8
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	10
Maintenance/repairs	6
Storage/material management/logistics/transport	2
Other area	22
Student	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	9
5- 9	5
10- 49	14
50- 99	7
100- 199	10
200- 499	13
500- 999	11
1 000- 9 999	20
10 000 and more	8
Student	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	22
three	9
four	7
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## BEAUTY INTERNATIONAL

## Basic data trade visitors

<b>Total number of visitors</b>	<b>51 000</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	19
more than 100 km up to 300 km	28
over 300 km	24

<b>Total Germany</b>	<b>93</b>
Baden-	North Rhine-
Württemberg	4 Westphalia
Bavaria	3 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	8

<b>Total Foreign</b>	<b>7</b>
of which EU	85
Rest of Europe	4
Other	11

<b>The two countries with the highest visitor shares</b>	%
Netherlands	28
Belgium	21

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	66
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	3
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	52
2007	45
Earlier events	35
First visit	28

## Additional data trade visitors

<b>Economic sector</b>	%
Cosmetic institute	37
Nail studio	18
Foot care practice	12
Hairdressing salon	5
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	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	18
In an advisory capacity	16
No	19
Student	5
Other not gainfully employed	2

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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	60
5- 9	8
10- 49	7
50- 99	2
100- 199	1
200- 499	1
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	5
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	18
three	5
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	230 520
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<b>Proportion of trade visitors</b>	15%
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<b>Region of residence</b>	%
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

<b>Total Germany</b>	66
Baden-	North Rhine-
Württemberg	4
Bavaria	4
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-	Schleswig-
West Pomerania	Holstein
Lower Saxony	5
Thuringia	-

<b>Total Foreign</b>	34
of which EU	81
Rest of Europe	8
Other	11

<b>The country with the highest visitor share</b>	%
Netherlands	29

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	7
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	47
2007	48
Earlier events	58
First visit	19

## Basic data private visitors

<b>Proportion of private visitors</b>	85%
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<b>Region of residence</b>	%
up to 50 km	36
more than 50 km up to 100 km	20
more than 100 km up to 300 km	26
over 300 km	18

<b>Total Germany</b>	85
Baden-	North Rhine-
Württemberg	4
Bavaria	4
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-	Schleswig-
West Pomerania	Holstein
Lower Saxony	5
Thuringia	-

<b>Total Foreign</b>	15
of which EU	87
Rest of Europe	10
Other	3

<b>The four countries with the highest visitor shares</b>	%
Netherlands	42
Belgium	21
Austria	6
Switzerland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	6
Housewife/man	3
Old-age pensioner	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	47
Earlier events	53
First visit	21

## Additional data trade visitors

<b>Economic sector</b>	%
Boat industry	21
Other industry	9
Skilled trades	8
Tourism industry	7
Specialist trade	4
Other trade	4
Hire of boats, water sports equipment	2
Media, press, publishing	3
Other services	13
Public authority	6
University/college/polytechnic	1
Organisation/association/society	1
Other	9
Student	7
Other not gainfully employed	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	26
In an advisory capacity	16
No	10
Student	7
Other not gainfully employed	7

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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	27
5- 9	12
10- 49	21
50- 99	4
100- 199	4
200- 499	3
500- 999	4
1 000- 9 999	6
10 000 and more	5
Student	7
other not gainfully employed	7

<b>Length of stay</b>	%
1. Length of stay (days):	
one	63
two	26
three	8
four	1
five	-
six	-
seven	-
eight	-
nine	2
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

## Additional data private visitors

<b>Sex</b>	%
Male	34
Female	66

<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	9
over 30 up to 40 years	17
over 40 up to 50 years	33
over 50 up to 60 years	22
over 60 up to 70 years	12
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	22
more than 5 000,- EUR	26
N/A	20

<b>Size of household</b>	%
1 person	16
2 persons	39
3 persons	18
4 persons	20
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	57
yes	13
no	29
maybe	29

<b>Follow-up business</b>	%
Intend to buy at later date	39
yes	16
no	46
maybe	46

Conducted by: Wissler & Partner, Basel

## CARAVAN SALON (2008) → Düsseldorf

## Basic data private visitors

<b>Total number of visitors</b>	<b>159 278</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	20
more than 100 km up to 300 km	32
over 300 km	17

<b>Total Germany</b>		<b>87</b>
Baden-	North Rhine-	
Württemberg	2 Westphalia	66
Bavaria	3 Rhineland-	
Berlin	1 Palatinate	7
Brandenburg	- Saarland	1
Bremen	1 Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	8 Schleswig-	
Mecklenburg-	Holstein	2
West Pomerania	- Thuringia	1
Lower Saxony	7	

<b>Total Foreign</b>	<b>13</b>
of which EU	91
Rest of Europe	7
Other	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	46
Belgium	17
Great Britain	7
Austria	5
Switzerland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	1
Housewife/man	6
Old-age pensioner	18
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	46
2006	46
2005	40
Earlier events	32
First visit	24

## Additional data private visitors

<b>Sex</b>	%
Male	54
Female	46
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	14
over 40 up to 50 years	32
over 50 up to 60 years	29
over 60 up to 70 years	18
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	11
N/A	22

<b>Size of household</b>	%
1 person	7
2 persons	49
3 persons	16
4 persons	20
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	45
no	19
maybe	36

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	40
no	12
maybe	48

Conducted by: Walter, Wissler &amp; Partner, Basel

## EuroCIS → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>5 300</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	24
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	40

<b>Total Germany</b>		<b>70</b>
Baden-		
Württemberg	8	North Rhine- 55
Bavaria	8	Westphalia
Berlin	1	Rhineland-
Brandenburg	-	Palatinate 3
Bremen	-	Saarland 2
Hamburg	-	Saxony 1
Hesse	3	Saxony-Anhalt 1
Mecklenburg-	7	Schleswig-
West Pomerania		Holstein 3
Lower Saxony	7	- Thuringia 1

<b>Total Foreign</b>	<b>30</b>
of which EU	80
Rest of Europe	11
Other	9

<b>The three countries with the highest visitor shares</b>	%
Netherlands	27
Austria	9
Italy	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	13
Department head, group head	26
Other salaried staff/public service	17
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	40
2007	28
2006	21
Earlier events	48

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	23
Mail order	1
Online shop	1
Wholesale trade	4
IT and safety engineering	15
Other industry	5
Services:IT, EDP	24
Consulting	6
Media, press, publishing	3
Banks, financial service providers, insurance companies	3
Petrol station, Convenience Store	1
Other services	5
Other	8
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	34
In an advisory capacity	25
No	13
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	27
Research/development/design	3
Planning/work preparation	2
Manufacture/production	2
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	22
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	5
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	10
5- 9	6
10- 49	18
50- 99	7
100-199	8
200-499	9
500- 999	5
1 000- 9 999	18
10 000 and more	17
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	82
two	15
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## GDS (Spring) (2008)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>27 130</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	59

<b>Total Germany</b>		<b>54</b>	
Baden-		North Rhine-	
Württemberg	11	Westphalia	41
Bavaria	8	Rhineland-	
Berlin	3	Palatinate	8
Brandenburg	1	Saarland	1
Bremen	1	Saxony	2
Hamburg	4	Saxony-Anhalt	-
Hesse	9	Schleswig-	
Mecklenburg-		Holstein	2
West Pomerania	1	Thuringia	1
Lower Saxony	8		

<b>Total Foreign</b>	<b>46</b>
of which EU	64
Rest of Europe	13
Africa	2
North America	3
South and Central America	3
Middle East	2
South-, East-, Central Asia	11
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Great Britain	7
Italy	6
Spain	4
Belgium	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	6
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007 (Spring)	43
2006	37
Earlier events	37
First visit	30

47

## → Düsseldorf

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist shoe shop	33
Shoe retail chain	5
Specialist textile/clothing retail, boutique	12
Other retail	7
Wholesale trade	3
Commercial agency	7
Foreign trade	4
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

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

<b>Area of responsibility</b>	%
Management	35
Research/development/design	4
Planning/work preparation	1
Manufacture/production	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

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	27
5- 9	15
10- 49	21
50- 99	7
100- 199	6
200- 499	6
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	1
Other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	29
three	19
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

## GDS (Autumn) → Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>23 609</b>
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<b>Proportion of trade visitors</b>	<b>93%</b>
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<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	19
over 300 km	56

<b>Total Germany</b>	<b>55</b>
Baden-Württemberg	8
Bavaria	9
Berlin	3
Brandenburg	2
Bremen	2
Hamburg	4
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	44
Rhineland-Palatinate	9
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-

<b>Total Foreign</b>	<b>45</b>
of which EU	60
Rest of Europe	11
Africa	4
North America	4
South and Central America	6
South-, East-, Central Asia	12
Other	4

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Great Britain	7
Italy	7
Spain	5
Belgium	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	5
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009 (Spring)	44
2008 (Autumn)	38
2008 (Spring)	35
Earlier events	30
First visit	30

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist shoe shop	35
Shoe retail chain	8
Specialist textile/clothing retail, boutique	6
Online shop	3
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	3
Designer	5
Other services	6
Shoe manufacturing	5
Other industry	2
Other	6
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	26
In an advisory capacity	19
No	13
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	35
Research/development/design	2
Planning/work preparation	1
Manufacture/production	3
Production, quality control	1
Buying/procurement	11
Finance/accounting, controlling	7
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	-
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	9
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	32
5- 9	15
10- 49	15
50- 99	6
100- 199	5
200- 499	5
500- 999	4
1 000- 9 999	6
10 000 and more	2
Student	3
N/A	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	31
three	16
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## iba → Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>81 939</b>
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<b>Proportion of trade visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	59

<b>Total Germany</b>	<b>47</b>
Baden-Württemberg	8
Bavaria	11
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	49
Rhineland-Palatinate	8
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	-

<b>Total Foreign</b>	<b>53</b>
of which EU	55
Rest of Europe	10
Africa	6
North America	5
South and Central America	5
Middle East	7
South-, East-, Central Asia	9
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Italy	5
Belgium	5
Great Britain	5
Spain	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	5
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	5
Master baker	9
Master confectioner	2
Journeyman baker	3
Journeyman confectioner	1
Student	2
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
Munich 2006	26
Düsseldorf 2003	25
Munich 2000	13
Düsseldorf 1998	16
Earlier events	11
First visit	53

### Additional data trade visitors

<b>Economic sector</b>	%
Bakery trade (exclusively)	15
Confectioner's Trade (exclusively)	4
Baker's/Confectioner's Trade	24
Other skilled trades	1
Bread, cake and pastry industry	20
Confectionery industry	3
Supplier industry	8
Other industry	3
Service sector	4
Hotel	11
Cafe	2
Retail grocery trade	1
Other catering establishments	1
Trade	5
University	1
Other	3
Student	2
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	26
In an advisory capacity	17
No	15
Student	2
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	39
Research/development/design	14
Planning/work preparation	10
Manufacture/production	28
Production, quality control	10
Buying/procurement	15
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	16
Layout and design	5
Storage/material management/logistics/transport	6
Maintenance/repairs	5
Other area	5
Student	2
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	14
5- 9	11
10- 49	30
50- 99	10
100- 199	11
200- 499	10
500- 999	4
1 000- 9 999	5
10 000 and more	2
Student	2
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	26
three	12
four	5
five	4
six	1
seven	2
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	
1st day	26
2nd day	29
3rd day	35
4th day	33
5th day	31
6th day	26
7th day	17

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IMA → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 262</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	35
over 300 km	44
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	13
Bavaria	10
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	13
<b>Total Foreign</b>	<b>14</b>
of which EU	83
Other	17
<b>The country with the highest visitor share</b>	%
Austria	17
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	12
Skilled worker	7
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	3
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	48
2007	38
Earlier events	31
First visit	29

## Additional data trade visitors

<b>Economic sector</b>	%
Manufacturer/Industry	21
Retail trade	17
Skilled trades	4
Wholesale/foreign trade	8
Banks	1
Insurance	1
Other services	25
Authority/public services	2
University/college/polytechnic	1
Other	18
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	25
In an advisory capacity	19
No	16
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	48
Research/development/design	5
Planning/work preparation	4
Manufacture/production	2
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	1
Maintenance/repairs	8
Other area	8
Student	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	24
5- 9	17
10- 49	23
50- 99	10
100- 199	5
200- 499	5
500 - 999	3
1 000 - 9 999	10
10 000 and more	2
Student	2
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	71
two	23
three	3
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A
Conducted by: Wissler & Partner, Basel	

## MEDICA (2008) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>136 871</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	15
over 300 km	61
<b>Total Germany</b>	<b>51</b>
Baden-Württemberg	12
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>49</b>
of which EU	47
Rest of Europe	8
Africa	7
North America	7
South and Central America	4
Middle East	12
South-, East-, Central Asia	14
Australia	1
<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Great Britain	6
USA	5
Italy	5
India	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	19
Other salaried staff/public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	5
Student	7
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	41
2006	37
2005	33
Earlier events	27
First visit	38

## Additional data trade visitors

<b>Economic sector</b>	%
Doctor's practice	8
Doctors' practices, physiotherapy, ergo-therapy, logopaedia	2
Other practices	1
Hospital/university hospital/clinic	20
Medical care centre	2
Rehabilitation facilities	1
Health spa facilities	1
Old people's home	1
Nursing home	1
Industry	15
Medicine and sanitary/medical specialist trade	9
Pharmacy	1
Other trade	7
Service	11
Other	12
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	28
In an advisory capacity	22
No	13
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	32
Research/development/design	16
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	5
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	11
10- 49	25
50- 99	8
100- 199	6
200- 499	8
500 - 999	6
1 000 - 9 999	13
10 000 and more	3
Student	7
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	46
two	22
three	16
four	17
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## ProWein

## Basic data trade visitors

<b>Total number of visitors</b>	<b>35 167</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	45
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	13
Bavaria	8
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	8
Mecklenburg-West Pomerania	2
Lower Saxony	4
<b>Total Foreign</b>	<b>28</b>
of which EU	80
Rest of Europe	10
North America	4
Other	7
<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
France	10
Austria	8
Belgium	7
Italy	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	44
2007	41
Earlier events	38
First visit	33

## Additional data trade visitors

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

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

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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	37
5- 9	12
10- 49	21
50- 99	9
100- 199	6
200- 499	3
500- 999	2
1 000- 9 999	2
10 000 and more	2
Student	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	55
two	28
three	17
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>18 926</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	3
more than 100 km up to 300 km	22
over 300 km	59

<b>Total Germany</b>	<b>46</b>
Baden-	North Rhine-
Württemberg	16
Bavaria	15
Berlin	3
Brandenburg	-
Bremen	-
Hamburg	5
Hesse	8
Mecklenburg-	Schleswig-
West Pommern	Holstein
Lower Saxony	5
	Thuringia

<b>Total Foreign</b>	<b>54</b>
of which EU	78
Rest of Europe	15
South-, East-, Central Asia	3
Other	4

<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Austria	9
France	8
Belgium	5
Switzerland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	28
Senior department head, other employee with managerial responsibility	4
Department head, group head	15
Other salaried staff/public service	14
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	47
2007	32
Earlier events	39
First visit	27

## Additional data trade visitors

<b>Economic sector</b>	%
Advertising speciality trader	52
Advertising speciality wholesale trader	17
Full-service agency	10
Textile finishing	5
Advertising agency	4
Services, promotion fitting	3
Other	6
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	30
In an advisory capacity	16
No	8
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	2
Planning/work preparation	3
Manufacture/production	10
Production, quality control	1
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	38
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	2
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	32
5- 9	22
10- 49	29
50- 99	7
100- 199	4
200- 499	1
500- 999	1
1 000- 9 999	1
10 000 and more	-
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	22
two	41
three	37
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>24 969</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	24
more than 50 km up to 100 km	17
more than 100 km up to 300 km	24
over 300 km	35

<b>Total Germany</b>	<b>92</b>
Baden-	North Rhine-
Württemberg	9
Bavaria	9
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-	Schleswig-
West Pommern	Holstein
Lower Saxony	10
	Thuringia

<b>Total Foreign</b>	<b>8</b>
of which EU	88
Other	12

<b>The country with the highest visitor share</b>	%
Netherlands	54

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	9
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	13
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	33
2007	35
Earlier events	27
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	%
Hairdressers' trade	89
Other skilled trades	1
Cosmetics/pharmaceuticals/chemical industry	2
Other industry	1
Trade	2
Media, press, publishing	1
Other services	1
Other	1
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	27
In an advisory capacity	25
No	19
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	38
5- 9	30
10- 49	17
50- 99	1
100- 199	1
200- 499	1
500- 999	1
1 000- 9 999	-
10 000 and more	1
Student	2
other not gainfully employed	1
N/A	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	29
three	8
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

# REHACARE INTERNATIONAL → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>48 192</b>
<b>Proportion of trade visitors</b>	<b>68%</b>
<b>Region of residence</b>	%
up to 50 km	35
more than 50 km up to 100 km	18
more than 100 km up to 300 km	21
over 300 km	27
<b>Total Germany</b>	<b>83</b>
Baden-Württemberg	4
Bavaria	3
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	6
<b>Total Foreign</b>	<b>17</b>
of which EU	76
Rest of Europe	8
South-, East-, Central Asia	5
Other	11
<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Italy	11
Belgium	10
France	8
Great Britain	7
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	8
Other position	7
Student	7
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	%
2008	37
2007	35
2006	33
Earlier events	26
First visit	40

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	19
more than 100 km up to 300 km	22
over 300 km	23
<b>Total Germany</b>	<b>87</b>
Baden-Württemberg	3
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	6
<b>Total Foreign</b>	<b>13</b>
of which Rest of Europe	8
South-, East-, Central Asia	5
Other	11
EU	77
<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Italy	10
Belgium	10
France	8
Great Britain	7
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	7
Student	6
Other not gainfully employed	20
<b>Frequency of visits to trade fair</b>	%
2008	37
2007	36
2006	34
Earlier events	27
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Medicine and sanitary/medical specialist trade	12
Orthopaedic trade	3
Rehabilitation facilities	9
Special facilities (school, workshop)	5
In-patient/stationary care and nursing facilities	7
Out-patient nursing services	3
Medical technical service	1
Cost unit (professional association, health insurance company etc.)	4
Doctor's practice	1
Hospital/clinic	6
Auxiliary materials/supplies and other industry	2
Other industry	3
Architect's/planning office	1
Organisation on disability	2
Welfare association	2
Other service enterprises, consultancies	5
Other	20
Student	7
Other not gainfully employed	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	26
In an advisory capacity	24
No	18
Student	7
Other not gainfully employed	6
<b>Area of responsibility</b>	%
Management	13
Research/development/design	3
Planning/work preparation	3
Manufacture/production	4
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	13
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	33
Student	7
Other not gainfully employed	6
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	9
5- 9	7
10- 49	18
50- 99	10
100-199	8
200-499	10
500- 999	8
1 000- 9 999	10
10 000 and more	2
Student	7
other not gainfully employed	6
N/A	4
<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	15
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

# viscom (2007) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 586</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	35
<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	6
Bavaria	7
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	9
<b>Total Foreign</b>	<b>21</b>
of which EU	78
Rest of Europe	18
Other	4
<b>The two countries with the highest visitor shares</b>	%
Netherlands	20
Belgium	12
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	14
Other salaried stuff, public service	8
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	2
Student	2
<b>Frequency of visits to trade fair</b>	%
2005	29
2003	15
Earlier events	12
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
Advertising	55
Service	10
Wholesale trade	6
Information-, Communication Industry	4
Publishing, printing	4
Retail trade	3
Media (print, broadcast media)	2
Authority, public services	1
Clothing industry	1
Automobile industry	1
Leisure, education	1
Pharmaceuticals industry	1
Other	10
Student	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	46
Collectively	30
In an advisory capacity	14
No	9
Student	2
<b>Area of responsibility</b>	%
Management	46
Research, development, design	10
Planning, work preparation	18
Manufacture, production	28
Production, quality control	9
Buying, procurement	24
Finance, accounting, controlling	6
Information, communication technology (EDP)	6
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	52
Storage, material management, logistics, transport	5
Maintenance, repairs	8
Other area	8
Student	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	45
5- 9	19
10- 49	19
50- 99	3
100-199	3
200- 499	499
500- 999	999
1 000- 9 999	9 999
10 000 and more	9 999
Student	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	11
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	45
3rd day	40

Conducted by: Walter, Wissler & Partner, Basel

## HAUS+TECHNIK (2008) → Erfurt

### Basic data private visitors

<b>Total number of visitors</b>	<b>6 307</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	73
more than 50 km up to 100 km	22
more than 100 km up to 300 km	3
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	54
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	18
2006	18
Earlier events	31
First visit	33

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	60
Female	40

<b>Age</b>	<b>%</b>
up to 20 years	1
over 20 up to 30 years	15
over 30 up to 40 years	16
over 40 up to 50 years	30
over 50 up to 60 years	22
over 60 up to 70 years	13
over 70 years	3

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	-
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	5
N/A	30

<b>Size of household</b>	<b>%</b>
1 person	4
2 persons	43
3 persons	27
4 persons	20
5 persons and more	7

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	12
no	52
maybe	36

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	43
no	43
maybe	14

Conducted by: Messe Erfurt GmbH, Erfurt

## International pedigree dog show (2008) → Erfurt

### Basic data private visitors

<b>Total number of visitors</b>	<b>15 577</b>
<b>Proportion of private visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	59
more than 50 km up to 100 km	28
more than 100 km up to 300 km	9
over 300 km	4

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

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	44
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	7
Housewife/man	2
Old-age pensioner	16
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	44
2006	37
Earlier events	33
First visit	36

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	45
Female	55

<b>Age</b>	<b>%</b>
up to 20 years	6
over 20 up to 30 years	22
over 30 up to 40 years	16
over 40 up to 50 years	22
over 50 up to 60 years	17
over 60 up to 70 years	12
over 70 years	5

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	2
N/A	40

<b>Size of household</b>	<b>%</b>
1 person	11
2 persons	42
3 persons	25
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	60
no	24
maybe	17

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	19
no	44
maybe	37

Conducted by: Messe Erfurt GmbH, Erfurt

→ www.fkm.de

## Rapid. Tech → Erfurt

## Basic data trade visitors

<b>Total number of visitors</b>	<b>984</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km	35
over 300 km	35

<b>Total Germany</b>	<b>96</b>	
Baden-	North Rhine-	
Württemberg	10 Westphalia	10
Bavaria	16 Rhineland-	
Berlin	6 Palatinate	2
Brandenburg	2 Saarland	-
Bremen	1 Saxony	10
Hamburg	2 Saxony-Anhalt	2
Hesse	7 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	28
Lower Saxony	5	

<b>Total Foreign</b>	<b>4</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	31
Skilled worker	-
Lecturer, teacher, scientific assistant	11
Trainee	-
Other position	2
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	18
2007	10
Earlier events	9
First visit	67

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	35
Skilled trades	9
Wholesale/foreign trade	2
Retail trade	1
Service	14
Teaching (polytechnic/university/college)	22
Research	15
Other	10

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	33
In an advisory capacity	17
No	10
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	24
Research/development/design	53
Planning/work preparation	15
Manufacture/production	18
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	3
Student	11
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	14
5- 9	9
10- 49	19
50- 99	10
100-199	7
200-499	13
500- 999	3
1 000- 9 999	9
10 000 and more	4
Student	11
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	24
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	51
2nd day	73

Conducted by: Messe Erfurt GmbH, Erfurt

## Reisen – Caravan (2008) → Erfurt

## Basic data private visitors

<b>Total number of visitors</b>	<b>31 246</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	27
more than 100 km up to 300 km	10
over 300 km	2

<b>Total Germany</b>	<b>100</b>	
Baden-	North Rhine-	
Württemberg	1 Westphalia	-
Bavaria	2 Rhineland-	
Berlin	- Palatinate	-
Brandenburg	- Saarland	-
Bremen	- Saxony	1
Hamburg	- Saxony-Anhalt	3
Hesse	2 Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	- Thuringia	90
Lower Saxony	-	

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	9
Student	10
Housewife/man	3
Old-age pensioner	32

<b>Frequency of visits to trade fair</b>	%
2007	55
2006	45
2005	52
2004	23
Earlier events	13
First visit	37

## Additional data private visitors

<b>Sex</b>	%
Male	55
Female	45
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	17
over 40 up to 50 years	27
over 50 up to 60 years	25
over 65 years	16

<b>Net household income</b>	N/A
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<b>Size of household</b>	%
1 person	12
2 persons	60
3 persons	17
4 persons	8
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	8
no	93
maybe	-

Conducted by: INA Research GmbH, Schenefeld

## Reiten-Jagen-Fischen

## Basic data private visitors

<b>Total number of visitors</b>	<b>23 174</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	57
more than 50 km up to 100 km	33
more than 100 km up to 300 km	8
over 300 km	1

<b>Total Germany</b>	<b>100</b>	
Baden-	North Rhine-	
Württemberg	- Westphalia	-
Bavaria	3 Rhineland-	
Berlin	- Palatinate	-
Brandenburg	- Saarland	-
Bremen	- Saxony	1
Hamburg	- Saxony-Anhalt	-
Hesse	1 Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	- Thuringia	94
Lower Saxony	1	

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	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

<b>Frequency of visits to trade fair</b>	%
2008	62
2007	52
Earlier events	33
First visit	28

### Additional data private visitors

<b>Sex</b>	%
Male	56
Female	44
<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	17
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	17
over 60 up to 70 years	12
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	2
N/A	26
<b>Size of household</b>	%
1 person	15
2 persons	35
3 persons	26
4 persons	17
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	69
no	13
maybe	18
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	16
no	41
maybe	43

Conducted by: Messe Erfurt GmbH, Erfurt

### Basic data trade visitors

<b>Total number of visitors</b>	<b>14 567</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	28
more than 50 km up to 100 km	12
more than 100 km up to 300 km	26
over 300 km	34
<b>Total Germany</b>	<b>88</b>
Baden-	North Rhine-
Württemberg	9 Westphalia
Bavaria	5 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	3 Saxony-Anhalt
Hesse	8 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>12</b>
of which EU	70
Rest of Europe	17
Other	13
<b>The two countries with the highest visitor shares</b>	%
Netherlands	25
Switzerland	16
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	8
Department head, group head	25
Other salaried staff/public service	32
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	29
2007	22
2006	15
2005	12
2004	10
Earlier events	6
First visit	53

### Additional data trade visitors

<b>Economic sector</b>	%
Power supply company	36
Consultants, service providers	25
Public utilities, council representatives	5
Research, press, associations	4
Business customers, industrial enterprises	12
Other	10
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	27
In an advisory capacity	27
No	19
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	19
Research/development/design	7
Planning/work preparation	6
Manufacture/production	3
Production, quality control	-
Buying/procurement	15
Finance/accounting, controlling	6
Information, communication technology (EDP)	9
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	17
Student	7
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	5
5- 9	7
10- 49	13
50- 99	8
100-199	9
200-499	7
500- 999	8
1 000- 9 999	17
10 000 and more	17
Student	7
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one 78	two 17
three	5
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day 40	2nd day 50
3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

### Basic data private visitors

<b>Total number of visitors</b>	<b>48 929</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
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
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	1
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	24
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	2
Housewife/man	13
Old-age pensioner	29
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	25
2007	22
2006	17
2005	14
Earlier events	13
First visit	48

### Additional data private visitors

<b>Sex</b>	%
Male	37
Female	63
<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	24
over 50 up to 60 years	27
over 60 up to 70 years	25
over 70 years	8
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	8
N/A	37
<b>Size of household</b>	%
1 person	11
2 persons	53
3 persons	16
4 persons	15
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	12
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	30
no	18
maybe	52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## EQUITANA (2007) → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>174 017</b>
<b>Proportion of trade visitors</b>	<b>22%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	19
more than 50 km up to 100 km	17
more than 100 km up to 300 km	38
over 300 km	27
<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	2
Bavaria	7
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	56
Rhineland-Palatinate	11
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	-
<b>Total Foreign</b>	<b>19</b>
of which EU	94
Other	6
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Netherlands	34
Belgium	24
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried stuff, public service	10
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	6
Student	13
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	52
2003	49
2001	46
Earlier events	44
First visit	21

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>78%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	31
more than 50 km up to 100 km	22
more than 100 km up to 300 km	36
over 300 km	11
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	2
Bavaria	2
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	70
Rhineland-Palatinate	9
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>6</b>
of which EU	89
Other	11
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Netherlands	43
Belgium	23
Luxembourg	14
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	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
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	54
2003	49
2001	42
Earlier events	38
First visit	20

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	28
more than 50 km up to 100 km	21
more than 100 km up to 300 km	36
over 300 km	15
<b>Total Germany</b>	<b>91</b>
Baden-Württemberg	2
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	6
North Rhine-Westphalia	67
Rhineland-Palatinate	9
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>9</b>
of which EU	91
Rest of Europe	6
Other	3
<b>The four countries with the highest visitor shares</b>	<b>%</b>
Netherlands	38
Belgium	23
Luxembourg	9
Austria	6
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	26
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	8
Student	15
Other not gainfully employed	10
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	54
2003	49
2001	43
Earlier events	39
First visit	21

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
horse stable, stable operator, agriculture	23
Veterinary surgeon, veterinary practice	5
Professional equestrian, trainer	5
Breeders	5
Media, press, publishing	2
Public authority, club, association	2
Other services	9
Manufacturer, Industry	5
Retail trade	6
Wholesale trade	3
Skilled trades	2
Smith	3
Other	7
Student	13
Other not gainfully employed	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	32
Collectively	18
In an advisory capacity	14
No	17
Student	13
Other not gainfully employed	6
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research, development, design	4
Planning, work preparation	9
Manufacture, production	5
Production, quality control	4
Buying, procurement	14
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	8
Marketing, sales, advertising, PR	21
Storage, material management, logistics, transport	7
Maintenance, repairs	8
Other area	21
Student	13
Other not gainfully employed	6

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	51
5- 9	8
10- 49	9
50- 99	2
100-199	3
200-499	2
500 - 999	1
1 000 - 9 999	3
10 000 and more	3
Student	13
Other not gainfully employed	6

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	69
two	21
three	6
four	1
five	-
six	1
seven	-
eight	1
nine	2
1,6 days	
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	16
2nd day	21
3rd day	17
4th day	13
5th day	13
6th day	17
7th day	13
8th day	19
9th day	16

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	23
Female	77
<b>Age</b>	<b>%</b>
up to 20 years	14
over 20 up to 30 years	21
over 30 up to 40 years	29
over 40 up to 50 years	26
over 50 up to 60 years	7
over 60 up to 70 years	2
over 70 years	1
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	12
N/A	32
<b>Size of household</b>	<b>%</b>
1 person	13
2 persons	30
3 persons	20
4 persons	24
5 persons and more	13
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	81
no	6
maybe	13
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	34
no	25
maybe	40

Conducted by: Walter, Wissler &amp; Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>50 481</b>
<b>Proportion of trade visitors</b>	<b>59%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	18
more than 50 km up to 100 km	16
more than 100 km up to 300 km	30
over 300 km	35
<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	10
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	10
North Rhine-Westphalia	49
Rhineland-Palatinate	6
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>21</b>
of which EU	76
Rest of Europe	12
Other	12
<b>The four countries with the highest visitor shares</b>	<b>%</b>
Netherlands	19
Belgium	16
Switzerland	8
Austria	7
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	11
Other position	5
Student	12
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	34
2007	25
Earlier events	23
First visit	44

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>41%</b>
<b>Region of residence</b>	<b>%</b>
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
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	3
Bavaria	3
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	73
Rhineland-Palatinate	4
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>6</b>
of which EU	70
Other	30
<b>Position in the company/organization</b>	<b>%</b>
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
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	26
2007	16
Earlier events	17
First visit	55

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	26
more than 50 km up to 100 km	18
more than 100 km up to 300 km	28
over 300 km	28
<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	6
Bavaria	6
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	8
North Rhine-Westphalia	60
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>15</b>
of which EU	75
Rest of Europe	13
Other	12
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	19
Belgium	17
Switzerland	8
Austria	6
France	5
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	16
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	6
Student	15
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	31
2007	21
Earlier events	21
First visit	49

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Fitness studio	33
Physiotherapy	6
Multifunctional system	4
Health care center	3
Sport club	3
Sports association	2
Public administration	2
Rehabilitation centre	2
Wellness institute, health facility, day spa	2
Sport retail trade	2
Other trade	2
Sporting goods industry	1
Other services	8
Other	17
Student	12
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	19
In an advisory capacity	23
No	17
Student	12
Other not gainfully employed	3
<b>Area of responsibility</b>	<b>%</b>
Management	33
Research/development/design	5
Planning/work preparation	12
Manufacture/production	3
Production, quality control	1
Buying/procurement	12
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	2
Other area	22
Student	12
Maintenance/repairs	6
Other not gainfully employed	3
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	21
5- 9	14
10- 49	27
50- 99	8
100-199	4
200-499	2
500- 999	9
1 000- 9 999	5
10 000 and more	3
Student	12
other not gainfully employed	3
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	68
two	24
three	3
four	5
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	36
Female	64
<b>Age</b>	<b>%</b>
up to 20 years	20
over 20 up to 30 years	37
over 30 up to 40 years	21
over 40 up to 50 years	13
over 50 up to 60 years	5
over 60 up to 70 years	1
over 70 years	2
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	13
N/A	22
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	60
no	12
maybe	28
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	28
no	28
maybe	44

Conducted by: Wissler & Partner, Basel

## IPM → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>50 881</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	15
more than 100 km up to 300 km	27
over 300 km	41

<b>Total Germany</b>	<b>74</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	7 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	10

<b>Total Foreign</b>	<b>26</b>
of which EU	73
Rest of Europe	11
North America	4
South-, East-, Central Asia	7
Other	6

<b>The five countries with the highest visitor shares</b>	%
Netherlands	26
Italy	8
Belgium	6
Poland	6
Austria	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	6
Foreman, master craftsman	7
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Farmer, horticulturist	10
Trainee	15
Other position	2
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	36
2007	35
2006	33
2005	28
2004	26
Earlier events	22
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	%
Plant producer	18
Florist wholesale trade	5
Seed trade	1
End-sales outlet	6
Public authority, municipal garden department	4
Horticulture and landscape gardening	8
Landscape designer	2
Garden centre	5
Gardening company	14
Florist, specialist retailer	12
Fruit and vegetable growing	1
Cemetery gardeners	2
Decorator, interior architect	1
Wholesale trade	2
Home improvement centre	1
Mail order	1
Other	9
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	25
In an advisory capacity	17
No	19
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	34
Research/development/design	6
Planning/work preparation	17
Manufacture/production	31
Production, quality control	8
Buying/procurement	22
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	5
Maintenance/repairs	5
Other area	15
Student	5
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	27
5- 9	21
10- 49	25
50- 99	7
100-199	5
200-499	3
500- 999	1
1 000- 9 999	3
10 000 and more	1
Student	5
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	19
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	34
2nd day	38
3rd day	34
4th day	26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## MODE HEIM HANDWERK → Essen

## Basic data private visitors

<b>Total number of visitors</b>	<b>135 880</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	4
more than 100 km up to 300 km	1
over 300 km	

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	6
Housewife/man	11
Old-age pensioner	25
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2008	56
2007	52
2006	47
2005	43
Earlier events	40
First visit	13

## Additional data private visitors

<b>Sex</b>	%
Male	25
Female	75
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	10
over 40 up to 50 years	23
over 50 up to 60 years	26
over 60 up to 70 years	17
over 70 years	6

<b>Net household income</b>	%
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	6
N/A	35

<b>Size of household</b>	%
1 person	16
2 persons	48
3 persons	18
4 persons	12
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	80
no	8
maybe	13

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	25
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Reise + Camping

## Basic data private visitors

<b>Total number of visitors</b>	<b>84 952</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	23
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	1
Student	2
Housewife/man	6
Old-age pensioner	28
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
(Reise/Camping, Golf, Fahrrad) 2008	29
(Reise/Camping, Golf, Fahrrad) 2007	21
(Reise/Camping, Golf) 2006	11
(Reise/Camping, Golf) 2005	8
Earlier events	39
First visit	25

Visitor Profil 2009 including Fahrrad/EsSEN

## Additional data private visitors

<b>Sex</b>	%
Male	61
Female	39
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	27
over 50 up to 60 years	30
over 60 up to 70 years	21
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	8
N/A	33
<b>Size of household</b>	%
1 person	10
2 persons	51
3 persons	15
4 persons	17
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	44
no	27
maybe	29
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	31
no	24
maybe	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

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

<b>Frequency of visits to trade fair</b>	%
2005	32
2001	20
1997	12
1993	8
Earlier events	7
First visit	53

## Additional data trade visitors

<b>Economic sector</b>	%
Energy industry/water supplies/mining	5
Chemicals industry/oil processing	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
Service	7
Other	6
Student	4
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	33
In an advisory capacity	23
No	14
Student	4
Other not gainfully employed	2
<b>Area of responsibility</b>	%
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 (EDP)	1
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	3
Maintenance/repairs	9
Other area	1
Student	4
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	10
5- 9	8
10- 49	21
50- 99	11
100-199	11
200-499	11
500- 999	6
1 000- 9 999	9
10 000 and more	6
Student	4
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	22
three	8
four	3
five	2
six	1
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	32
3rd day	32
4th day	31
5th day	25
6th day	18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	<b>136 263</b>
<b>Proportion of trade visitors</b>	<b>88%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	54
<b>Total Germany</b>	<b>55</b>
Baden-Württemberg	15
Bavaria	14
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	30
Mecklenburg-West Pomerania	1
Lower Saxony	4
North Rhine-Westphalia	16
Rhineland-Palatinate	11
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>45</b>
of which EU	61
Rest of Europe	6
Africa	4
North America	6
South and Central America	3
Middle East	4
South-, East-, Central Asia	14
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Italy	7
France	7
Netherlands	6
Great Britain	6
China (PR)	5

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

<b>Frequency of visits to trade fair</b>	%
2008	43
2007	38
Earlier events	37
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	40
Wholesale/foreign trade	21
Service	16
Industry	7
Skilled trades	6
Other sectors	5
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	45
Collectively	26
In an advisory capacity	15
No	9
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	45
Research/development/design	5
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	15
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	9
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	39
5- 9	11
10- 49	17
50- 99	4
100-199	8
200-499	5
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	3
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	26
three	17
four	7
five	6
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Christmasworld → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>30 366</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	64

<b>Total Germany</b>			<b>46</b>
Baden-		North Rhine-	
Württemberg	17	Westphalia	15
Bavaria	17	Rhineland-	
Berlin	2	Palatinate	10
Brandenburg	1	Saarland	3
Bremen	-	Saxony	2
Hamburg	2	Saxony-Anhalt	1
Hesse	21	Schleswig-	
Mecklenburg-		Holstein	3
West Pomerania	1	Thuringia	2
Lower Saxony	5		

<b>Total Foreign</b>	<b>54</b>
of which EU	73
Rest of Europe	12
North America	4
South and Central America	3
South-, East-, Central Asia	7
Other	1

<b>The five countries with the highest visitor shares</b>	%
Italy	15
France	11
Netherlands	7
Spain	6
Switzerland	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	52
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	6
Department head, group head	11
Other salaried staff/public service	7
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	33
Earlier events	31
First visit	35

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	47
Wholesale/foreign trade	21
Service	14
Industry	5
Skilled trades	5
Other	4
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	50
Collectively	23
In an advisory capacity	15
No	8
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	48
Research/development/design	4
Planning/work preparation	2
Manufacture/production	6
Production, quality control	-
Buying/procurement	17
Finance/accounting, controlling	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Information, communication technology (EDP)	1
Other area	9
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	39
5- 9	14
10- 49	21
50- 99	5
100-199	5
200-499	5
500- 999	3
1 000- 9 999	5
10 000 and more	2
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	47
two	27
three	15
four	7
five	5
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Heimtextil → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>67 199</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	15
over 300 km	74

<b>Total Germany</b>		<b>37</b>	
Baden-Württemberg	17	North Rhine-Westphalia	19
Bavaria	18	Rhineland-Palatinate	6
Berlin	2	Saarland	2
Brandenburg	2	Saxony	3
Bremen	1	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	3
Hesse	20	Thuringia	1
Mecklenburg-West Pomerania	-		
Lower Saxony	4		

<b>Total Foreign</b>	<b>63</b>
of which EU	47
Rest of Europe	10
Africa	4
North America	6
South and Central America	3
Middle East	10
South-, East-, Central Asia	18
Australia	1

<b>The five countries with the highest visitor shares</b>	%
India	8
Italy	7
Pakistan	6
France	5
Portugal	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	10
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	2
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	45
Earlier events	45
First visit	28

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	30
Wholesale/foreign trade	27
Service	13
Industry	16
Skilled trades	5
Other	3
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	29
In an advisory capacity	18
No	10
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	42
Research/development/design	8
Planning/work preparation	4
Manufacture/production	7
Production, quality control	1
Buying/procurement	13
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	6
Student	4
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	25
5- 9	12
10- 49	23
50- 99	8
100-199	8
200-499	6
500- 999	4
1 000- 9 999	6
10 000 and more	3
Student	4
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	33
two	25
three	21
four	21
2. Average length of stay	2,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## ISH

### Basic data trade visitors

<b>Total number of visitors</b>	<b>200 795</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	13
more than 100 km up to 300 km	31
over 300 km	42

<b>Total Germany</b>			<b>70</b>
Baden-		North Rhine-	
Württemberg	18	Westphalia	18
Bavaria	12	Rhineland-	
Berlin	2	Palatinate	12
Brandenburg	1	Saarland	2
Bremen	-	Saxony	2
Hamburg	1	Saxony-Anhalt	1
Hesse	24	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania	-	Thuringia	3
Lower Saxony	5		

<b>Total Foreign</b>	<b>30</b>
of which EU	65
Rest of Europe	19
Africa	3
North America	2
South and Central America	1
Middle East	5
South-, East-, Central Asia	3
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Switzerland	11
Netherlands	10
Austria	7
Italy	7
France	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	15
Other salaried staff/public service	15
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	47
2005	40
Earlier events	34
First visit	36

## Frankfurt/Main

### Additional data trade visitors

<b>Economic sector</b>	%
Skilled trades	41
Industry	18
Trade	12
Service	16
Other	6
Trainee, student	5
Other not gainfully employed	2

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

<b>Area of responsibility</b>	%
Management	31
Research/development/design	6
Planning/work preparation	15
Manufacture/production	6
Production, quality control	1
Buying/procurement	1
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	8
Student	5
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	24
5- 9	13
10- 49	22
50- 99	7
100- 199	6
200- 499	6
500- 999	4
1 000- 9 999	7
10 000 and more	4
Student	5
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	23
three	9
four	3
five	3
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Musikmesse Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>78 847</b>
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<b>Proportion of trade visitors</b>	<b>69%</b>
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<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	47

<b>Total Germany</b>	<b>62</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	16 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	30 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>38</b>
of which EU	74
Rest of Europe	13
North America	3
South-, East-, Central Asia	3
Other	7

<b>The five countries with the highest visitor shares</b>	%
France	9
Netherlands	9
Austria	8
Great Britain	7
Switzerland	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	22
Trainee	2
Other position	4
Student	29
Other not gainfully employed	4

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

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	12
Wholesale/foreign trade	5
Skilled trades	3
Industry	7
Educational institution	51
Services/free-lance	8
Event venue	1
Media	7
Other sectors	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	17
In an advisory capacity	16
No	14
Student	29
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	22
Research/development/design	4
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	5
Storage/material management/logistics/	
transport	1
Maintenance/repairs	2
Other area	19
Student	29
Other not gainfully employed	4

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	29
5- 9	7
10- 49	15
50- 99	4
200- 499	3
100- 199	3
500- 999	1
1 000- 9 999	3
10 000 and more	3
Student	29
other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	60
two	18
three	12
four	10
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Paperworld Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>41 826</b>
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<b>Proportion of trade visitors</b>	<b>96%</b>
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<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km	19
over 300 km	65

<b>Total Germany</b>	<b>45</b>
Baden-	North Rhine-
Württemberg	18 Westphalia
Bavaria	17 Rhineland-
Berlin	4 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	24 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	6

<b>Total Foreign</b>	<b>55</b>
of which EU	59
Rest of Europe	12
Africa	6
North America	6
South and Central America	5
Middle East	2
South-, East-, Central Asia	9
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Italy	6
Great Britain	6
France	5
Switzerland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	9
Department head, group head	11
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	3
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	33
Earlier events	32
First visit	33

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	32
Wholesale/foreign trade	24
Service	16
Industry	14
Skilled trades	2
Other	8
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	30
In an advisory capacity	17
No	9
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	42
Research/development/design	6
Planning/work preparation	3
Manufacture/production	5
Buying/procurement	14
Production, quality control	1
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	7
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	31
5- 9	12
10- 49	21
50- 99	7
100- 199	7
200- 499	7
500- 999	2
1 000- 9 999	5
10 000 and more	4
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	46
two	29
three	16
four	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Prolight + Sound → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>33 631</b>
<b>Proportion of trade visitors</b>	<b>87%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	57

<b>Total Germany</b>	<b>59</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	14 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	17 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	7

<b>Total Foreign</b>	<b>41</b>
of which EU	66
Rest of Europe	17
South and Central America	5
South-, East-, Central Asia	4
Other	8

<b>The five countries with the highest visitor shares</b>	%
Netherlands	11
Austria	9
Switzerland	9
Italy	6
Belgium	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	9
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	6
Other position	4
Student	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	44
Earlier events	43
First visit	30

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	13
Wholesale/foreign trade	5
Skilled trades	5
Industry	7
Educational institution	18
Services/free-lance	29
Event venue	11
Media	6
Other sectors	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	24
In an advisory capacity	21
No	10
Student	12
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	33
Research/development/design	6
Planning/work preparation	8
Manufacture/production	5
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	-
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	3
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	16
Student	12
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	37
5- 9	14
10- 49	18
50- 99	4
100-199	2
200-499	3
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	12
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	55
two	21
three	14
four	11
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Techtextil incl. Material Vision → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>23 902</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	24
over 300 km	65

<b>Total Germany</b>	<b>54</b>
Baden-	North Rhine-
Württemberg	21 Westphalia
Bavaria	17 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	14 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>46</b>
of which EU	68
Rest of Europe	11
Africa	3
North America	5
South and Central America	3
Middle East	3
South-, East-, Central Asia	6
Australia	1

<b>The five countries with the highest visitor shares</b>	%
France	12
Italy	9
Great Britain	7
Belgium	7
Netherlands	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	11
Department head, group head	20
Other salaried staff/public service	16
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	1
Student	9
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	39
2005	29
Earlier events	21
First visit	48

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	53
Retail trade	3
Wholesale/foreign trade	8
Skilled trades	3
Service	8
Research institute	3
University/college/polytechnic	3
Other sectors	9
Student	9
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	29
In an advisory capacity	24
No	10
Student	9
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	27
Research/development/design	27
Planning/work preparation	2
Manufacture/production	7
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Other area	5
Student	9
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	11
5- 9	4
10- 49	21
50- 99	10
100-199	12
200-499	9
500- 999	6
1 000- 9 999	10
10 000 and more	6
Student	9
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	55
two	30
three	15
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Tendence

### Basic data trade visitors

<b>Total number of visitors</b>	<b>52 117</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	38

<b>Total Germany</b>	<b>74</b>
Baden-	North Rhine-
Württemberg	16 Westphalia
Bavaria	14 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	30 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>26</b>
of which EU	59
Rest of Europe	17
North America	6
Middle East	3
South-, East-, Central Asia	10
Australia	3
Other	3

<b>The five countries with the highest visitor shares</b>	%
Switzerland	13
Netherlands	13
France	8
Austria	7
Italy	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	59
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	50
2007	45
Earlier events	40
First visit	33

### Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	57
Collectively	24
In an advisory capacity	10
No	6
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	52
Research/development/design	4
Planning/work preparation	2
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	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	54
5- 9	11
10- 49	15
50- 99	4
100- 199	3
200- 499	3
500- 999	2
1 000- 9 999	3
10 000 and more	1
Student	3
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	59
two	26
three	11
four	2
five	3
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

### Basic data private visitors

<b>Total number of visitors</b>	<b>36 105</b>
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<b>Proportion of private visitors</b>	<b>78%</b>
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<b>Region of residence</b>	
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	46

<b>Total Germany</b>	<b>68</b>
Baden-Württemberg	46
Bavaria	25
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	4
North Rhine-Westphalia	7
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>32</b>
of which EU	68
Rest of Europe	28
Other	4

<b>The five countries with the highest visitor shares</b>	%
Switzerland	26
Austria	15
France	10
Italy	9
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	17
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	8
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	47
2005	39
2003	32
2001	25
Earlier events	20
First visit	30

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	48

<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	44
Bavaria	26
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	4
North Rhine-Westphalia	7
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>34</b>
of which EU	68
Rest of Europe	27
Other	5

<b>The five countries with the highest visitor shares</b>	%
Switzerland	24
Austria	14
France	10
Italy	9
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	16
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	8
Housewife/man	2
Old-age pensioner	12
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	46
2005	39
2003	32
2001	25
Earlier events	20
First visit	30

### Additional data private visitors

<b>Sex</b>	%
Male	83
Female	17

<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	11
over 30 up to 40 years	13
over 40 up to 50 years	27
over 50 up to 60 years	22
over 60 up to 70 years	15
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	18
more than 5 000,- EUR	22
N/A	18

<b>Size of household</b>	%
1 person	17
2 persons	39
3 persons	16
4 persons	19
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	26
maybe	27

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	26
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## EUROBIKE (2008) → Friedrichshafen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>61 287</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
up to 50 km	5
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	63
<b>Total Germany</b>	<b>50</b>
Baden-Württemberg	38
Bavaria	22
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>50</b>
of which	64
EU	18
Rest of Europe	3
North America	10
South-, East-, Central Asia	5
Other	5
<b>The four countries with the highest visitor shares</b>	%
Switzerland	15
Italy	11
France	10
Austria	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried staff/public service	9
Salesperson	7
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	3
Student	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	54
2006	45
2005	37
2004	29
Earlier events	24
First visit	30

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	46
<b>Total Germany</b>	<b>64</b>
Baden-Württemberg	51
Bavaria	26
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	3
<b>Total Foreign</b>	<b>36</b>
of which	61
EU	24
Rest of Europe	3
North America	8
South-, East-, Central Asia	5
Other	5
<b>The five countries with the highest visitor shares</b>	%
Switzerland	21
Italy	11
France	9
Austria	9
Netherlands	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	16
Salesperson	6
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	3
Student	7
Housewife/man	2
Old-age pensioner	3
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	45
2006	39
2005	31
2004	24
Earlier events	20
First visit	35

## Additional data trade visitors

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IBO (2008) → Friedrichshafen

## Basic data private visitors

<b>Total number of visitors</b>	<b>69 640</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	17
more than 100 km up to 300 km	3
over 300 km	2
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	91
Bavaria	8
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which	37
EU	44
Rest of Europe	19
Other	19
<b>The country with the highest visitor share</b>	%
Switzerland	44
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	22
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	7
Housewife/man	13
Old-age pensioner	21
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	52
2005	47
2004	41
Earlier events	39
First visit	14

## Additional data private visitors

<b>Sex</b>	%
Male	43
Female	57
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	19
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	8
N/A	31
<b>Size of household</b>	%
1 person	10
2 persons	45
3 persons	16
4 persons	19
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	59
yes	15
no	26
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	22
yes	28
no	50
maybe	50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERBOOT (2008) → Friedrichshafen

### Basic data private visitors

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

### Additional data private visitors

<b>Sex</b>	%
Male	69
Female	31
<b>Age</b>	%
up to 20 years	15
over 20 up to 30 years	13
over 30 up to 40 years	13
over 40 up to 50 years	27
over 50 up to 60 years	20
over 60 up to 70 years	11
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	3
more than 1 500,- EUR up to 2 000,- EUR	5
more than 2 000,- EUR up to 3 600,- EUR	6
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	11
N/A	17
<b>Size of household</b>	%
1 person	12
2 persons	39
3 persons	15
4 persons	22
5 persons and more	13
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	19
maybe	21
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	31
no	26
maybe	43
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## OutDoor (2008) → Friedrichshafen

### Basic data trade visitors

<b>Total number of visitors</b>	<b>19 062</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	23
over 300 km	65
<b>Total Germany</b>	<b>41</b>
Baden- North Rhine-	
Württemberg 36 Westphalia	9
Bavaria 33 Rhineland-	
Berlin 2 Palatinate	4
Brandenburg 1 Saarland	-
Bremen 2 Saxony	1
Hamburg 2 Saxony-Anhalt	-
Hesse 5 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	2
Lower Saxony 2	
<b>Total Foreign</b>	<b>59</b>
of which EU	61
Rest of Europe	21
North America	4
South-, East-, Central Asia	11
Other	4
<b>The five countries with the highest visitor shares</b>	%
Switzerland	13
Austria	9
France	9
Italy	8
Great Britain	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	14
Other salaried staff/public service	12
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	3
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	40
2006	32
2005	24
2004	19
Earlier events	14
First visit	41

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	60
<b>Total Germany</b>	<b>45</b>
Baden- North Rhine-	
Württemberg 41 Westphalia	7
Bavaria 32 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	-
Bremen 2 Saxony	-
Hamburg 2 Saxony-Anhalt	-
Hesse 4 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	2
Lower Saxony 2	
<b>Total Foreign</b>	<b>55</b>
of which EU	60
Rest of Europe	22
North America	4
South-, East-, Central Asia	10
Other	3
<b>The five countries with the highest visitor shares</b>	%
Switzerland	15
Austria	10
France	8
Italy	8
Great Britain	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	12
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	5
Housewife/man	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	38
2006	30
2005	22
2004	18
Earlier events	13
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	%
Outdoor shop	21
Sport retail trade	16
Department store/chain store	2
Specialist textile trade	4
Shoe retail trade	2
Wholesale trade	8
Sporting goods industry	11
other industry	5
Leisure, Tourism	6
Other services	9
Other sectors	12
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	44
Collectively	31
In an advisory capacity	14
No	7
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	38
Research/development/design	13
Planning/work preparation	7
Manufacture/production	7
Production, quality control	4
Buying/procurement	29
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	25
Storage/material management/logistics/ transport	6
Maintenance/repairs	3
Other area	10
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4 29 500- 999	4
5- 9 14 1 000- 9 999	4
10- 49 22 10 000 and more	4
50- 99 6 Student	3
100-199 6 Other not gainfully	
200-499 7 employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one 46 three 16	
two 29 four 9	
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day 49 3rd day 50	
2nd day 59 4th day 30	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## TUNING WORLD BODENSEE (2007) → Friedrichshafen

## Basic data private visitors

<b>Total number of visitors</b>	<b>100 377</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	28
more than 50 km up to 100 km	26
more than 100 km up to 300 km	37
over 300 km	10
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	73
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	2
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>14</b>
of which EU	52
Rest of Europe	46
Other	2
<b>The two countries with the highest visitor shares</b>	%
Switzerland	46
Austria	42
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	13
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	17
Other position	4
Student	12
Housewife/man	3
Old-age pensioner	2
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2006	52
2005	40
2004	26
2003	20
First visit	32

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	25
more than 100 km up to 300 km	37
over 300 km	11
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	73
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>14</b>
of which EU	52
Rest of Europe	45
Other	3
<b>The two countries with the highest visitor shares</b>	%
Switzerland	45
Austria	42
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	13
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	16
Other position	4
Student	12
Housewife/man	3
Old-age pensioner	2
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2006	52
2005	41
2004	27
2003	21
First visit	32

## Additional data private visitors

<b>Sex</b>	%
Male	69
Female	31
<b>Age</b>	%
up to 20 years	38
over 20 up to 30 years	44
over 30 up to 40 years	8
over 40 up to 50 years	8
over 50 up to 60 years	2
over 60 up to 70 years	-
over 70 years	-
<b>Net household income</b>	%
up to 900,- EUR	18
more than 900,- EUR up to 1 500,- EUR	14
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	6
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	19
N/A	17
<b>Size of household</b>	%
1 person	15
2 persons	25
3 persons	19
4 persons	22
5 persons and more	19
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	27
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	31
maybe	41
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## DU UND DEINE WELT → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>96 895</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	77
more than 50 km up to 100 km	16
more than 100 km up to 300 km	6
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	49
Hesse	-
Mecklenburg-West Pomerania	36
Lower Saxony	14
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	5
Student	8
Housewife/man	7
Old-age pensioner	23
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	40
2007	44
Earlier events	31
First visit	15

## Additional data private visitors

<b>Sex</b>	%
Male	37
Female	63
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	16
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	17
over 60 up to 70 years	17
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	5
N/A	37
<b>Size of household</b>	%
1 person	20
2 persons	47
3 persons	15
4 persons	13
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	78
no	5
maybe	17
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	16
no	27
maybe	57
Conducted by: PhoneResearch KG, Hamburg	

### Basic data private visitors

<b>Total number of visitors</b>	<b>87 973</b>
<b>Proportion of private visitors</b>	<b>85%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	38
more than 50 km up to 100 km	17
more than 100 km up to 300 km	31
over 300 km	14
<b>Total Germany</b>	<b>96</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	2 Rhineland-
Berlin	4 Palatinate
Brandenburg	1 Saarland
Bremen	3 Saxony
Hamburg	25 Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	6 Thuringia
Lower Saxony	22
<b>Total Foreign</b>	<b>4</b>
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	23
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	2
Student	11
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	42
2007	42
Earlier events	24
First visit	21

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	77
Female	23
<b>Age</b>	<b>%</b>
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	13
over 40 up to 50 years	25
over 50 up to 60 years	19
over 60 up to 70 years	18
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	6
more than 2 000,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	13
N/A	16
<b>Size of household</b>	<b>%</b>
1 person	20
2 persons	45
3 persons	14
4 persons	15
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	49
no	18
maybe	33
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	34
no	19
maybe	47

Conducted by: PhoneResearch KG, Hamburg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>100 453</b>
<b>Proportion of trade visitors</b>	<b>88%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	21
more than 50 km up to 100 km	14
more than 100 km up to 300 km	30
over 300 km	35
<b>Total Germany</b>	<b>97</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	3 Rhineland-
Berlin	3 Palatinate
Brandenburg	3 Saarland
Bremen	3 Saxony
Hamburg	15 Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	3 Thuringia
Lower Saxony	26
<b>Total Foreign</b>	<b>3</b>
of which EU	65
Rest of Europe	16
Other	19
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	23
Other position	3
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	28
2007	25
Earlier events	20
First visit	42

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Hotel, guest houses	19
Restaurant	24
Franchise restaurant	5
Coffee shop	1
Discotheque, night club, bar	2
Snack bars, filling stations	1
Caterers to schools, clinics, nursing homes	5
Canteen, caterers	2
Catering	4
Baker's/confectioner's	12
Butcher	1
Food, drinks trade, trade chain	3
Industrie (Food, Nonfood)	2
Planning/architecture/interior furnishings	2
Large kitchen specialist trade	3
Other	10
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	21
Collectively	30
In an advisory capacity	27
No	18
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	28
Research/development/design	2
Planning/work preparation	3
Manufacture/production	25
Production, quality control	1
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	-
Service sector	18
Student	3
Other not gainfully employed	1
<b>Size of company/organization:</b>	
Number of employees:	<b>%</b>
1- 4	15
5- 9	16
10- 49	33
50- 99	11
100-199	8
200-499	5
500- 999	3
1 000- 9 999	3
10 000 and more	2
Student	3
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	86
two	11
three	2
four	1
five	-
six	-
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	15
2nd day	20
3rd day	21
4th day	28
5th day	22
6th day	13

Conducted by: PhoneResearch KG, Hamburg

## REISEN HAMBURG → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>72 284</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	75
more than 50 km up to 100 km	15
more than 100 km up to 300 km	9
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	43 Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	16
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	6
Housewife/man	5
Old-age pensioner	32
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	39
2007	41
Earlier events	26
First visit	23

## Additional data private visitors

<b>Sex</b>	%
Male	45
Female	55
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	7
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	27
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	40
<b>Size of household</b>	%
1 person	16
2 persons	58
3 persons	12
4 persons	11
5 persons and more	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	23
no	36
maybe	41
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	29
no	18
maybe	53

Conducted by: PhoneResearch KG, Hamburg

## ABF → Hannover

## Basic data private visitors

<b>Total number of visitors</b>	<b>135 083</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	70
more than 50 km up to 100 km	22
more than 100 km up to 300 km	6
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	95
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Housewife/man	7
Old-age pensioner	30
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2008	48
2007	49
2006	42
2005	37
Earlier events	27
First visit	17

## Additional data private visitors

<b>Sex</b>	%
Male	52
Female	48
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	13
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	23
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	34
<b>Size of household</b>	%
1 person	10
2 persons	51
3 persons	18
4 persons	15
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	54
no	17
maybe	29
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	18
no	27
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## AGRITECHNICA

## Basic data trade visitors

<b>Total number of visitors</b>	<b>355 118</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	50
<b>Total Germany</b>	<b>76</b>
Baden-	North Rhine-
Württemberg	9 Westphalia
Bavaria	15 Rhineland-
Berlin	- Palatinate
Brandenburg	3 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pomerania	2 Thuringia
Lower Saxony	26
<b>Total Foreign</b>	<b>24</b>
of which	EU
	17
	Rest of Europe
	2
	Africa
	4
	North America
	3
	South and Central America
	1
	Middle East
	3
	South-, East-, Central Asia
	1
	Australia
<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Switzerland	8
Austria	8
Great Britain	6
Denmark	5
<b>Position in the company/organization</b>	%
Self-employed farmer, businessman, partner, learned profession	46
Managing director, factory manager, administrator, board member, head of public authority	12
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	6
Skilled worker, farmworker	12
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	6
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	65
2005	56
Earlier events	52
First visit	18

## Additional data trade visitors

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

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

<b>Area of responsibility</b>	%
Management	25
Research/development/design	11
Planning/work preparation	4
Manufacture/production	4
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	2
Maintenance/repairs	11
Other area	8
Student	6
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	N/A

<b>Length of stay</b>	%
1. Length of stay (days):	
one 51 four 2 seven 1	
two 35 five 1	
three 9 six 1	
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>10 933</b>
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<b>Proportion of trade visitors</b>	<b>98%</b>
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<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>82</b>
Baden-	North Rhine-
Württemberg	4 Westphalia
Bavaria	3 Rhineland-
Berlin	7 Palatinate
Brandenburg	2 Saarland
Bremen	2 Saxony
Hamburg	7 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	2 Thuringia
Lower Saxony	38

<b>Total Foreign</b>	<b>18</b>
of which EU	55
Rest of Europe	11
North America	9
South-, East-, Central Asia	14
Other	11

<b>The country with the highest visitor share</b>	%
Great Britain	16

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
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

<b>Frequency of visits to trade fair</b>	%
2008	30
2007	29
Earlier events	24
First visit	51

## Additional data trade visitors

<b>Economic sector</b>	%
Core Biotech, applied biotechnology	20
Enabling technologies, biotechnology supply industry	11
Interdisciplinary technology, biotechnology supply industry	6
Chemical industry	5
Pharmaceuticals industry	11
Interdisciplinary industry, biobased economy	2
Food and luxuries industry	4
Public organisation	29
Trade, distribution	6
Service companies (total)	13
Other	1
Student	18
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	35
In an advisory capacity	18
No	8
Student	18
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	13
Research/development/design	52
Planning/work preparation	4
Manufacture/production	3
Production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	4
Student	18
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4 8 500- 999 5	
5- 9 7 1 000- 9 999 14	
10- 49 19 10 000 and more 3	
50- 99 7 Student 18	
100- 199 9 other not gainfully employed 2	
200-499 9	

<b>Length of stay</b>	%
1. Length of stay (days):	
one 77 two 15 three 8	
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day 40 2nd day 52 3rd day 39	

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>362 321</b>
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<b>Proportion of trade visitors</b>	<b>75%</b>
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<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	32
over 300 km	45

<b>Total Germany</b>	<b>81</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	7 Rhineland-
Berlin	5 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	5 Saxony-Anhalt
Hesse	8 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	33

<b>Total Foreign</b>	<b>19</b>
of which EU	63
Rest of Europe	14
Africa	2
North America	3
South and Central America	4
Middle East	7
South-, East-, Central Asia	6
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Denmark	6
Austria	5
Belgium	5
Switzerland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	33
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	-
Student	12
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	43
2007	43
Earlier events	57
First visit	27

## Additional data trade visitors

<b>Economic sector</b>	%
Manufacturers of hardware, end devices, infrastructure	4
Telecommunications services	9
Software and IT systems specialists	8
IT services, IT consultants	19
Trade	10
Services of companies and freelancers	13
Power industry	2
Manufacturing sector	7
Authority/public services	13
Skilled trades	3
Building trade	2
Traffic and logistic	4
Travel and tourism	1
Banks, financial service providers, insurance companies	5
Health system and medical systems	3
Other	1
Student	12
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	25
In an advisory capacity	19
No	12
Student	12
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	12
Research/development/design	11
Planning/work preparation	3
Manufacture/production	4
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	5
Information, communication technology (EDP)	45
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	4
Other area	3
Student	12
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4 14 500- 999 6	
5- 9 8 1 000- 9 999 12	
10- 49 16 10 000 and more 5	
50- 99 8 Student 12	
100- 199 8 other not gainfully employed 2	
200-499 10	

<b>Length of stay</b>	%
1. Length of stay (days):	
one 73 three 6 five 1	
two 16 four 3 six 2	
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day 24 3rd day 31 5th day 22	
2nd day 29 4th day 29 6th day 15	

Conducted by: Wissler & Partner, Basel

## didacta → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>73 435</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	18
more than 100 km up to 300 km	44
over 300 km	16

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	2
Bavaria	3
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	52
North Rhine-Westphalia	17
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	3

<b>Total Foreign</b>	<b>1</b>
of which EU	84
Other	16

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	19
Skilled worker	1
Lecturer, teacher, scientific assistant	60
Trainee	4
Other position	1
Student	6

<b>Frequency of visits to trade fair</b>	%
Stuttgart 2008	10
Cologne 2007	19
Hanover 2006	36
Earlier events	29
First visit	42

## Additional data trade visitors

<b>Economic sector</b>	%
General education system	48
Vocational education system	11
Services, training, consulting	5
Skilled trades	1
Trade	1
Higher education system	1
Industry	3
Association/institution/organization	3
Authority/public services	10
University, research	1
Print products, specialist literature	1
Administration	1
Preschool, kindergarten	11
Further education	1
Student	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	43
In an advisory capacity	18
No	10
Student	6

<b>Area of responsibility</b>	%
Management	5
Research/development/design	2
Planning/work preparation	2
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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	7
5- 9	200- 499
10- 49	3
50- 99	1 000- 9 999
100- 199	12
200- 499	4
500- 999	2
1 000- 9 999	3
10 000 and more	-
Student	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	8
three	1
four	1
five	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	25
2nd day	27
3rd day	22
4th day	21
5th day	17

Conducted by: Deutsche Messe AG/mafo-dl, Hannover

## DOMOTEX → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>35 432</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	15
over 300 km	75

<b>Total Germany</b>	<b>37</b>
Baden-Württemberg	7
Bavaria	8
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	7
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	28
North Rhine-Westphalia	24
Rhineland-Palatinate	3
Saarland	-
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>63</b>
of which EU	51
Rest of Europe	12
Africa	3
North America	6
South and Central America	3
Middle East	7
South-, East-, Central Asia	17
Australia	1

<b>The five countries with the highest visitor shares</b>	%
India	10
Netherlands	7
Great Britain	7
Belgium	6
Turkey	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	25
Senior department head, other employee with managerial responsibility	8
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	1
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	53
2007	51
Earlier events	51
First visit	27

## Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade	22
Wholesale trade	32
Interior decorator	7
Parquet and floor layer	11
Tilers	1
Painter	1
Furnishing/furniture stores	4
Architect's/interior designer's, Contract furnishers	6
Department store/mail order/DIY centre	3
Timber trade	6
Industry	25
Authority/public services	1
Media, press, publishing	1
Other services	5
Other	2
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	22
In an advisory capacity	15
No	11
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	45
Research/development/design	7
Planning/work preparation	5
Manufacture/production	8
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	22
5- 9	16
10- 49	27
50- 99	8
100- 199	6
200- 499	7
500- 999	5
1 000- 9 999	4
10 000 and more	2
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	29
three	14
four	12
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	58
3rd day	57
4th day	35

Conducted by: Wissler & Partner, Basel

## HANNOVER MESSE

## Basic data trade visitors

<b>Total number of visitors</b>	<b>206 382</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	33
over 300 km	46

<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	8
Bavaria	8
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	30
North Rhine-Westphalia	24
Rhineland-Palatinate	2
Saarland	-
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	2

<b>Total Foreign</b>	<b>21</b>
of which EU	58
Rest of Europe	12
Africa	3
North America	3
South and Central America	4
Middle East	5
South-, East-, Central Asia	15
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Austria	6
India	5
Belgium	5
Denmark	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	6
Department head, group head	17
Other salaried staff/public service	27
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	1
Student	15
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	34
2007	38
Earlier events	47
First visit	33

## Additional data trade visitors

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

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	26
Collectively	27
In an advisory capacity	18
No	12
Student	15
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	14
Research/development/design	27
Planning/work preparation	7
Manufacture/production	13
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	2
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	7
Other area	3
Student	15
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	9
5- 9	5
10- 49	17
50- 99	8
100-199	9
200-499	12
500- 999	6
1 000- 9 999	12
10 000 and more	5
Student	15
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	71
two	18
three	6
four	2
five	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	19
2nd day	34
3rd day	37
4th day	35
5th day	22

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>25 591</b>
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<b>Proportion of trade visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	29
over 300 km	54

<b>Total Germany</b>	<b>72</b>
Baden-	North Rhine-
Württemberg	9
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	8
Mecklenburg-	Holstein
West Pomerania	2
Lower Saxony	27

<b>Total Foreign</b>	<b>28</b>
of which EU	50
Rest of Europe	13
South-, East-, Central Asia	18
Other	20

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	-
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	27
2007	4
Earlier events	44
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	9
Manufacturing sector	52
Building trade	3
Skilled trades	6
Trade	8
Telecommunication	1
Company and freelancer services	13
Authority/public services	2
Research institutes, industrial research	5
Other	1
Student	11
Other not gainfully employed	1

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	30
Collectively	31
In an advisory capacity	16
No	10
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	19
Research/development/design	28
Planning/work preparation	9
Manufacture/production	13
Production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	3
Maintenance/repairs	15
Other area	3
Student	11
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	9
5- 9	7
10- 49	24
50- 99	9
100-199	10
200-499	10
500- 999	4
1 000- 9 999	13
10 000 and more	2
Student	11
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	19
three	7
four	3
five	5
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	22
2nd day	44
3rd day	38
4th day	37
5th day	21

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>31 989</b>
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<b>Proportion of trade visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	48

<b>Total Germany</b>	<b>79</b>
Baden-	North Rhine-
Württemberg	9
Bavaria	8
Berlin	3
Brandenburg	2
Bremen	1
Hamburg	3
Hesse	6
Mecklenburg-	Holstein
West Pomerania	-
Lower Saxony	31

<b>Total Foreign</b>	<b>22</b>
of which EU	45
Rest of Europe	13
South-, East-, Central Asia	18
Other	24

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	7
Department head, group head	16
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	1
Student	20
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	38
2007	41
Earlier events	46
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	6
Manufacturing sector	43
Building trade	4
Skilled trades	3
Trade	3
Telecommunication	3
Services of companies and freelancers	15
Authority/public services	5
Research institutes, industrial research	5
Other	1
Student	20
Other not gainfully employed	2

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	24
Collectively	26
In an advisory capacity	19
No	10
Student	20
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	14
Research/development/design	32
Planning/work preparation	9
Manufacture/production	16
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	3
Maintenance/repairs	6
Other area	3
Student	20
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	6
5- 9	4
10- 49	15
50- 99	7
100-199	9
200-499	12
500- 999	7
1 000- 9 999	15
10 000 and more	4
Student	20
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	20
three	7
four	1
five	6
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	26
2nd day	39
3rd day	36
4th day	32
5th day	29

Conducted by: Wissler & Partner, Basel

## Energy → Hannover Messe

## Basic data trade visitors

<b>Total number of visitors</b>	<b>98 444</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	31
over 300 km	48

<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	8
Bavaria	8
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	2
Lower Saxony	30
North Rhine-Westphalia	22
Rhineland-Palatinate	2
Saarland	1
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>23</b>
of which EU	56
Rest of Europe	11
Africa	3
North America	2
South and Central America	5
Middle East	6
South-, East-, Central Asia	15
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
India	6
Austria	6
Belgium	5
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	25
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	35
2007	36
Earlier events	45
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	22
Manufacturing sector	35
Building trade	4
Skilled trades	3
Trade	5
Telecommunication	3
Services of companies and freelancers	13
Authority/public services	4
Research institutes, industrial research	4
Other	1
Student	17
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	24
In an advisory capacity	17
No	13
Student	17
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	16
Research/development/design	26
Planning/work preparation	8
Manufacture/production	11
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	2
Maintenance/repairs	8
Other area	3
Student	17
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	10
5- 9	5
10- 49	17
50- 99	8
100- 199	7
200- 499	12
500- 999	6
1 000- 9 999	13
10 000 and more	4
Student	17
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	19
three	6
four	2
five	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	35
3rd day	38
4th day	36
5th day	23

Conducted by: Wissler &amp; Partner, Basel

## Industrial Automation → Hannover Messe

## Basic data trade visitors

<b>Total number of visitors</b>	<b>102 572</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	30
over 300 km	48

<b>Total Germany</b>	<b>76</b>
Baden-Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	32
North Rhine-Westphalia	26
Rhineland-Palatinate	3
Saarland	-
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>24</b>
of which EU	54
Rest of Europe	11
Africa	3
North America	5
South and Central America	4
Middle East	6
South-, East-, Central Asia	15
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Austria	6
India	6
Belgium	6
Denmark	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	6
Department head, group head	19
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	13
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	40
2007	43
Earlier events	52
First visit	28

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	9
Manufacturing sector	51
Building trade	3
Skilled trades	4
Trade	6
Telecommunication	2
Services of companies and freelancers	12
Authority/public services	4
Research institutes, industrial research	4
Other	1
Student	13
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	29
In an advisory capacity	17
No	11
Student	13
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	15
Research/development/design	30
Planning/work preparation	9
Manufacture/production	15
Production, quality control	5
Buying/procurement	8
Finance/accounting, controlling	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	8
Other area	2
Student	13
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	7
5- 9	6
10- 49	17
50- 99	9
100- 199	11
200- 499	13
500- 999	6
1 000- 9 999	11
10 000 and more	4
Student	13
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	67
two	20
three	7
four	2
five	4
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	21
2nd day	36
3rd day	37
4th day	37
5th day	24

Conducted by: Wissler &amp; Partner, Basel

## MDA-Motion, Drive &amp; Automation

## Basic data trade visitors

<b>Total number of visitors</b>	<b>75 123</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	52

<b>Total Germany</b>	<b>73</b>
Baden-Württemberg	10
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	27
North Rhine-Westphalia	26
Rhineland-Palatinate	3
Saarland	-
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	3

<b>Total Foreign</b>	<b>27</b>
of which EU	62
Rest of Europe	11
South and Central America	4
Middle East	4
South-, East-, Central Asia	13
Other	7

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Denmark	6
India	6
Belgium	6
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	1
Student	13
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	34
2007	42
Earlier events	51
First visit	29

## Hannover Messe

### Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	30
In an advisory capacity	18
No	10
Student	13
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	17
Research/development/design	32
Planning/work preparation	8
Manufacture/production	12
Production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	3
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
Student	13
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	5
10- 49	18
50- 99	9
100-199	9
200-499	12
500- 999	6
1 000- 9 999	11
10 000 and more	4
Student	13
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	21
three	7
four	3
five	5
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	22
2nd day	38
3rd day	41
4th day	38
5th day	25

Conducted by: Wissler & Partner, Basel

## MicroTechnology Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>33 228</b>
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<b>Proportion of trade visitors</b>	<b>96%</b>
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<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	34
over 300 km	45

<b>Total Germany</b>	<b>82</b>
Baden-	
Württemberg	7
Bavaria	10
Berlin	6
Brandenburg	-
Bremen	2
Hamburg	5
Hesse	4
Mecklenburg-	
West Pomerania	1
Lower Saxony	29
North Rhine-	
Westphalia	22
Rhineland-	
Palatinate	1
- Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-	
Holstein	4
Thuringia	3

<b>Total Foreign</b>	<b>19</b>
of which EU	61
Rest of Europe	19
Other	20

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	22
Skilled worker	4
Lecturer, teacher, scientific assistant	8
Trainee	3
Other position	1
Student	23
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	36
2007	32
Earlier events	41
First visit	39

### Additional data trade visitors

<b>Economic sector</b>	%
Power industry	6
Manufacturing sector	40
Building trade	2
Skilled trades	3
Trade	4
Telecommunication	2
Services of companies and freelancers	10
Authority/public services	6
Research institutes, industrial research	8
Other	2
Student	23
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	24
In an advisory capacity	13
No	14
Student	23
Other not gainfully employed	3

<b>Area of responsibility</b>	%
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 (EDP)	5
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport	2
Maintenance/repairs	5
Other area	2
Student	23
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	5
10- 49	15
50- 99	6
100-199	9
200-499	12
500- 999	5
1 000- 9 999	12
10 000 and more	4
Student	23
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	17
three	6
four	1
five	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	34
3rd day	32
4th day	35
5th day	24

Conducted by: Wissler & Partner, Basel

## Power Plant Technology Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>31 989</b>
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<b>Proportion of trade visitors</b>	<b>96%</b>
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<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	28
over 300 km	57

<b>Total Germany</b>	<b>68</b>
Baden-	
Württemberg	9
Bavaria	10
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	5
Hesse	6
Mecklenburg-	
West Pomerania	1
Lower Saxony	25
North Rhine-	
Westphalia	24
Rhineland-	
Palatinate	1
- Saarland	1
Saxony	2
Saxony-Anhalt	2
Schleswig-	
Holstein	5
Thuringia	2

<b>Total Foreign</b>	<b>32</b>
of which EU	51
Rest of Europe	13
South and Central America	6
Middle East	6
South-, East-, Central Asia	17
Other	8

<b>The two countries with the highest visitor shares</b>	%
Netherlands	6
Turkey	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	22
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	1
Student	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	31
2007	33
Earlier events	40
First visit	40

### Additional data trade visitors

<b>Economic sector</b>	%
Power industry	24
Manufacturing sector	38
Building trade	4
Skilled trades	3
Trade	8
Telecommunication	3
Services of companies and freelancers	11
Authority/public services	3
Research institutes, industrial research	4
Other	1
Student	17
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	25
In an advisory capacity	19
No	10
Student	17
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	17
Research/development/design	27
Planning/work preparation	9
Manufacture/production	11
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	2
Information, communication technology (EDP)	5
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	1
Maintenance/repairs	11
Other area	3
Student	17
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	6
10- 49	19
50- 99	9
100-199	7
200-499	12
500- 999	4
1 000- 9 999	13
10 000 and more	5
Student	17
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	63
two	21
three	8
four	3
five	6
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	42
3rd day	40
4th day	37
5th day	24

Conducted by: Wissler & Partner, Basel

## PROMOTION WORLD → Hannover Messe

## Basic data trade visitors

<b>Total number of visitors</b>	<b>20 638</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	11
Bavaria	7
Berlin	4
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	32
North Rhine-Westphalia	25
Rhineland-Palatinate	2
Saarland	1
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	-

<b>Total Foreign</b>	<b>20</b>
of which EU	50
South-, East-, Central Asia	30
Other	20

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	29
Skilled worker	1
Lecturer, teacher, scientific assistant	3
Trainee	5
Student	8

<b>Frequency of visits to trade fair</b>	%
2008	22
2007	15
Earlier events	9
First visit	69

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	8
Industry	38
Skilled trades	5
Trade	11
Services of companies and freelancers	27
Authority/public services	7
Traffic and logistic	3
Other	3
Student	8

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	30
In an advisory capacity	15
No	9
Student	8

<b>Area of responsibility</b>	%
Management	19
Research/development/design	10
Planning/work preparation	4
Manufacture/production	13
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	3
Maintenance/repairs	3
Other area	4
Student	8

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	12
5- 9	9
10- 49	7
50- 99	21
100-199	11
200-499	8
500- 999	9
1 000- 9 999	7
10 000 and more	11
Student	8

<b>Length of stay</b>	%
1. Length of stay (days):	
one	81
two	14
three	3
four	-
five	3
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	21
2nd day	29
3rd day	31
4th day	26
5th day	24

Conducted by: Wissler &amp; Partner, Basel

## Research &amp; Technology → Hannover Messe

## Basic data trade visitors

<b>Total number of visitors</b>	<b>43 134</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	51

<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	9
Bavaria	9
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	31
North Rhine-Westphalia	19
Rhineland-Palatinate	2
Saarland	-
Saxony	5
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>24</b>
of which EU	53
Rest of Europe	13
North America	6
South and Central America	6
Middle East	5
South-, East-, Central Asia	12
Other	6

<b>The four countries with the highest visitor shares</b>	%
Netherlands	11
Austria	6
Switzerland	6
Belgium	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	14
Other salaried staff/public service	26
Skilled worker	2
Lecturer, teacher, scientific assistant	9
Trainee	1
Other position	1
Student	17
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	36
2007	38
Earlier events	47
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	10
Manufacturing sector	41
Building trade	2
Skilled trades	2
Trade	3
Telecommunication	3
Services of companies and freelancers	13
Authority/public services	7
Research institutes, industrial research	12
Other	1
Student	17
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	27
In an advisory capacity	17
No	11
Student	17
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	13
Research/development/design	44
Planning/work preparation	6
Manufacture/production	9
Production, quality control	4
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	3
Student	17
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	4
10- 49	14
50- 99	6
100-199	7
200-499	11
500- 999	8
1 000- 9 999	17
10 000 and more	5
Student	17
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	21
three	7
four	2
five	5
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	37
3rd day	37
4th day	38
5th day	25

Conducted by: Wissler &amp; Partner, Basel

## Subcontracting

## Basic data trade visitors

<b>Total number of visitors</b>	<b>48 500</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	56

<b>Total Germany</b>	<b>71</b>
Baden-Württemberg	11
Bavaria	8
Berlin	2
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	27
North Rhine-Westphalia	24
Rhineland-Palatinate	2
Saarland	-
Saxony	5
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>29</b>
of which EU	61
Rest of Europe	13
South-, East-, Central Asia	16
Other	10

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
India	9
Turkey	6
Austria	5
Italy	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	19
Other salaried staff/public service	27
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	-
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	35
2007	39
Earlier events	49
First visit	33

## Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	30
In an advisory capacity	16
No	8
Student	9
Other not gainfully employed	2

<b>Area of responsibility</b>	%
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	5
Other area	2
Student	9
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	10
5- 9	7
10- 49	19
50- 99	9
100-199	10
200-499	15
500 - 999	7
1 000 - 9 999	9
10 000 and more	2
Student	9
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	63
two	22
three	8
four	3
five	4
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	41
3rd day	41
4th day	33
5th day	22

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>41 896</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	31
over 300 km	52

<b>Total Germany</b>	<b>79</b>
Baden-	
Württemberg	13
Bavaria	10
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	5
Hesse	6
Mecklenburg-	
West Pommern	1
Lower Saxony	22
North Rhine-	
Westphalia	27
Rhineland-	
Palatinate	2
Saarland	-
Saxony	4
Saxony-Anhalt	2
Schleswig-	
Holstein	3
Thuringia	1

<b>Total Foreign</b>	<b>21</b>
of which EU	58
Rest of Europe	11
South-, East-, Central Asia	16
Other	15

<b>The three countries with the highest visitor shares</b>	%
Netherlands	11
Austria	10
India	10

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	27
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	13
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	35
2007	38
Earlier events	51
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	6
Manufacturing sector	55
Building trade	2
Skilled trades	4
Trade	6
Telecommunication	2
Services of companies and freelancers	11
Authority/public services	4
Research institutes, industrial research	6
Other	2
Student	13
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	32
In an advisory capacity	17
No	9
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	36
Planning/work preparation	7
Manufacture/production	16
Production, quality control	4
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	2
Maintenance/repairs	5
Other area	3
Student	13
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	5
10- 49	19
50- 99	7
100-199	8
200-499	14
500 - 999	6
1 000 - 9 999	14
10 000 and more	5
Student	13
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	67
two	21
three	7
four	3
five	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	21
2nd day	39
3rd day	37
4th day	36
5th day	22

Conducted by: Wissler & Partner, Basel

## Basic data trade visitors

<b>Total number of visitors</b>	<b>58 406</b>
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<b>Proportion of trade visitors</b>	<b>93%</b>
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<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	34
over 300 km	46

<b>Total Germany</b>	<b>79</b>
Baden-	
Württemberg	8
Bavaria	7
Berlin	3
Brandenburg	3
Bremen	2
Hamburg	5
Hesse	6
Mecklenburg-	
West Pommern	1
Lower Saxony	30
North Rhine-	
Westphalia	24
Rhineland-	
Palatinate	2
Saarland	1
Saxony	3
Saxony-Anhalt	1
Schleswig-	
Holstein	5
Thuringia	1

<b>Total Foreign</b>	<b>21</b>
of which EU	58
Rest of Europe	11
South and Central America	5
Middle East	4
South-, East-, Central Asia	15
Other	8

<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Denmark	8
Italy	5
Poland	5
India	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	7
Department head, group head	14
Other salaried staff/public service	27
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	1
Student	16
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	35
2007	37
Earlier events	46
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	20
Manufacturing sector	37
Building trade	3
Skilled trades	4
Trade	6
Telecommunication	3
Services of companies and freelancers	14
Authority/public services	3
Research institutes, industrial research	5
Other	1
Student	16
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	26
In an advisory capacity	18
No	14
Student	16
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	16
Research/development/design	25
Planning/work preparation	7
Manufacture/production	11
Production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	5
Administration/organization/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	21
Storage/material management/logistics/	
transport	2
Maintenance/repairs	6
Other area	4
Student	16
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	5
10- 49	18
50- 99	7
100-199	8
200-499	11
500 - 999	6
1 000 - 9 999	13
10 000 and more	6
Student	16
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	68
two	20
three	7
four	2
five	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	36
3rd day	38
4th day	37
5th day	24

Conducted by: Wissler & Partner, Basel

## LIGNA HANNOVER → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>79 717</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	10
more than 100 km up to 300 km	26
over 300 km	57

<b>Total Germany</b>		<b>64</b>
Baden-		
Württemberg	10	North Rhine- 25
Bavaria	9	Westphalia
Berlin	2	Rhineland-
Brandenburg	2	Palatinate 3
Bremen	1	Saarland 1
Hamburg	2	Saxony 3
Hesse	5	Saxony-Anhalt 2
Mecklenburg-		Schleswig-
West Pomerania		Holstein 4
Lower Saxony	1	Thuringia 1
	30	

<b>Total Foreign</b>	<b>36</b>
of which EU	59
Rest of Europe	13
Africa	3
North America	8
South and Central America	4
Middle East	4
South-, East-, Central Asia	7
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Italy	7
Switzerland	6
Austria	6
Sweden	5
Canada	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	20
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	-
Student	7
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	49
2005	44
Earlier events	40
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Agriculture and forestry	7
Manufacturing sector	39
Building trade	17
Interior decoration	23
Trade	13
Services of companies and freelancers	9
Authority/public services	5
Other	1
Student	7
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	23
In an advisory capacity	17
No	13
Student	7
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	33
Research/development/design	18
Planning/work preparation	20
Manufacture/production	39
Production, quality control	15
Buying/procurement	16
Finance/accounting, controlling	9
Information, communication technology (EDP)	6
Administration/organization/personnel/	
social welfare/training	10
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	7
Maintenance/repairs	11
Other area	2
Student	7
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	1
50- 99	9	Student	7
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		
2. Average length of stay					1,8 days
3. Share of visitors on the event's days:					%
1st day	32	3rd day	42	5th day	25
2nd day	41	4th day	39		

Conducted by: Wissler &amp; Partner, Basel

## Pferd &amp; Jagd → Hannover

## Basic data private visitors

<b>Total number of visitors</b>	<b>82 646</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	29
more than 100 km up to 300 km	29
over 300 km	3

<b>Total Germany</b>		<b>99</b>
Baden-	North Rhine-	
Württemberg	- Westphalia	7
Bavaria	- Rhineland-	
Berlin	- Palatinate	-
Brandenburg	- Saarland	-
Bremen	1 Saxony	-
Hamburg	1 Saxony-Anhalt	3
Hesse	2 Schleswig-	
Mecklenburg-	Holstein	3
West Pomerania	1 Thuringia	1
Lower Saxony	80	

<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	26
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	5
Student	8
Housewife/man	7
Old-age pensioner	10
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2008	49
2007	49
2006	45
Earlier events	40
First visit	18

## Additional data private visitors

<b>Sex</b>	%
Male	41
Female	59

<b>Age</b>	%
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	15
over 60 up to 70 years	9
over 70 years	2

<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	10
N/A	36

<b>Size of household</b>	%
1 person	11
2 persons	36
3 persons	21
4 persons	23
5 persons and more	10

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	80
no	8
maybe	12

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	33
no	26
maybe	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

Total number of visitors		15 414
Proportion of trade visitors		57%
Region of residence		%
up to 50 km		35
more than 50 km up to 100 km		23
more than 100 km up to 300 km		24
over 300 km		16
Total Germany		94
Baden-	North Rhine-	
Württemberg	1 Westphalia	3
Bavaria	2 Rhineland-	
Berlin	1 Palatinate	-
Brandenburg	1 Saarland	-
Bremen	1 Saxony	1
Hamburg	9 Saxony-Anhalt	1
Hesse	1 Schleswig-	
Mecklenburg-	Holstein	72
West Pomerania	1 Thuringia	-
Lower Saxony	7	
Total Foreign		6
Position in the company/organization		%
Entrepreneur, partner, self-employed		27
Managing director, board member, head of an authority etc.		11
Senior department head, other employee with managerial responsibility		2
Department head, group head		11
Other salaried staff/public service		17
Skilled worker		3
Lecturer, teacher, scientific assistant		4
Trainee		5
Other position		8
Student		10
Other not gainfully employed		1
Frequency of visits to trade fair		%
2008		32
2006		20
2004		11
2002		6
First visit		62

## Basic data private visitors

Proportion of private visitors		43%
Region of residence		
up to 50 km		55
more than 50 km up to 100 km		28
more than 100 km up to 300 km		13
over 300 km		4
Total Germany		94
Baden-	North Rhine-	
Württemberg	Westphalia	-
Bavaria	Rhineland-	
Berlin	Palatinate	-
Brandenburg	Saarland	-
Bremen	Saxony-	-
Hamburg	Saxony-Anhalt	-
Hesse	Schleswig-	
Mecklenburg-	Holstein	91
West Pomerania	Thuringia	-
Lower Saxony		3
Total Foreign		3
Position in the company/organization		%
Entrepreneur, partner, self-employed		13
Managing director, board member, head of an authority etc.		3
Senior department head, other employee with managerial responsibility		1
Department head, group head		6
Other salaried staff/public service		24
Skilled worker		7
Lecturer, teacher, scientific assistant		3
Trainee		2
Other position		14
Student		9
Other not gainfully employed		17
Frequency of visits to trade fair		%
2008		29
2006		23
2004		10
2002		7
First visit		60

## Basic data all visitors

Region of residence		%
up to 50 km		44
more than 50 km up to 100 km		25
more than 100 km up to 300 km		19
over 300 km		11
<b>Total Germany</b>		<b>95</b>
Baden- Württemberg	1 North Rhine- Westphalia	2
Bavaria	1 Rhineland- Palatinate	-
Berlin	1 Saarland	-
Brandenburg	- Saxony	-
Bremen	6 Saxony-Anhalt	-
Hamburg	1 Schleswig- Holstein	80
Hesse	1 Thuringia	-
Mecklenburg- West Pomerania	1	-
Lower Saxony	5	-
<b>Total Foreign</b>		<b>5</b>
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		2
Department head, group head		8
Other salaried staff/public service		20
Skilled worker		5
Lecturer, teacher, scientific assistant		3
Trainee		3
Other position		11
Student		10
Other not gainfully employed		8
Frequency of visits to trade fair		%
2008		31
2006		21
2004		11
2002		7
First visit		61

## Additional data trade visitors

<b>Economic sector</b>	%
Banks, financiers	3
Building industry, architecture	4
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	29
Student	10
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	37
Collectively	15
In an advisory capacity	15
No	21
Student	10
Other not gainfully employed	1
<b>Area of responsibility</b>	%
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	13
Student	10
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	25
5- 9	12
10- 49	22
50- 99	5
100-199	5
200-499	6
500 - 999	3
1 000 - 9 999	6
10 000 and more	4
Student	10
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	N/A
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	38
3rd day	28
4th day	18

## Additional data private visitors

<b>Sex</b>	%
Male	80
Female	20
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	14
over 40 up to 50 years	21
over 50 up to 60 years	21
over 60 up to 70 years	21
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	2
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	7
N/A	24
<b>Size of household</b>	%
1 person	13
2 persons	40
3 persons	13
4 persons	20
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	2
no	85
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	36
no	23
maybe	40

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

## NORD GASTRO &amp; HOTEL ➔ Husum

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 244</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>99</b>	
Baden-Württemberg	North Rhine-	-
Bavaria	- Westphalia	-
Berlin	- Rhineland-	-
Brandenburg	- Palatinate	-
Bremen	- Saarland	-
Hamburg	- Saxony	-
Hesse	1 Saxony-Anhalt	-
Mecklenburg-	1 Schleswig-	94
West Pomerania	Holstein	-
Lower Saxony	- Thuringia	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</b>	%
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	4
Other salaried staff/public service	29
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	2
Student	3
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	55
2007	51
2006	42
2005	32
Earlier events	24
First visit	28

## Additional data trade visitors

<b>Economic sector</b>	%
Communal catering	10
Butcher, baker, confectioner etc.	2
Hotel	17
Restaurants, cafés	43
Bars, pubs	5
Other	19
Student	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	21
In an advisory capacity	16
No	9
Student	2
Other not gainfully employed	14

<b>Area of responsibility</b>	%
Management	34
Research/development/design	-
Planning/work preparation	5
Manufacture/production	2
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/	-
social welfare/training	3
Marketing/sales/advertising/PR	2
Storage/material management/logistics/	-
transport	1
Maintenance/repairs	1
Other area	34
Student	2
Other not gainfully employed	14

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	26
5- 9	16
10- 49	30
50- 99	7
100-199	2
200-499	4
500- 999	1
1 000- 9 999	-
10 000 and more	-
Student	1
other not gainfully employed	14

<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	15
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

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

## GiardinaKARLSRUHE / Inventa (2008) ➔ Karlsruhe

## Basic data private visitors

<b>Total number of visitors</b>	<b>38 387</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	13
more than 100 km up to 300 km	8
over 300 km	1

<b>Total Germany</b>	<b>98</b>	
Baden-Württemberg	North Rhine-	81
Bavaria	- Westphalia	82
Berlin	- Rhineland-	1
Brandenburg	- Palatinate	13
Bremen	- Saarland	1
Hamburg	- Saxony	-
Hesse	- Saxony-Anhalt	-
Mecklenburg-	3 Schleswig-	-
West Pomerania	Holstein	-
Lower Saxony	- Thuringia	-

<b>Total Foreign</b>	<b>2</b>
of which EU	92
Other	8

<b>The country with the highest visitor share</b>	%
France	85

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	30
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

<b>Frequency of visits to trade fair</b>	%
2007	30
2006	25
2005	16
Earlier events	7
First visit	44

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	13
more than 100 km up to 300 km	8
over 300 km	1

<b>Total Germany</b>	<b>98</b>	
Baden-Württemberg	North Rhine-	81
Bavaria	- Westphalia	-
Berlin	- Rhineland-	1
Brandenburg	- Palatinate	13
Bremen	- Saarland	1
Hamburg	- Saxony	-
Hesse	- Saxony-Anhalt	-
Mecklenburg-	3 Schleswig-	-
West Pomerania	Holstein	-
Lower Saxony	- Thuringia	-

<b>Total Foreign</b>	<b>2</b>
of which EU	94
Other	6

<b>The country with the highest visitor share</b>	%
France	88

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	27
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	-
Other position	3
Student	3
Housewife/man	9
Old-age pensioner	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	30
2006	25
2005	16
Earlier events	7
First visit	44

## Additional data private visitors

<b>Sex</b>	%
Male	42
Female	58

<b>Age</b>	%
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	30
over 50 up to 60 years	27
over 60 up to 70 years	17
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	12
N/A	31

<b>Size of household</b>	%
1 person	7
2 persons	49
3 persons	16
4 persons	20
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	42
no	29
maybe	29

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	38
no	16
maybe	46

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## HOGATRENDS (2007) → Karlsruhe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>15 668</b>
<b>Proportion of trade visitors</b>	<b>83%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	45
more than 50 km up to 100 km	30
more than 100 km up to 300 km	23
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine- Westphalia	69
Württemberg	1
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg- Schleswig- Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried stuff, public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	6
Trainee	14
Other position	3
Student	1
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	34
2003	23
2001	18
1999	13
Earlier events	16
First visit	44

### Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	53
more than 50 km up to 100 km	26
more than 100 km up to 300 km	19
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine- Westphalia	69
Württemberg	1
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg- Schleswig- Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried stuff, public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	3
Student	2
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	30
2003	20
2001	15
1999	11
Earlier events	15
First visit	48

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Hotel trade	23
Restaurant operation	45
Snack bars, take-away food outlets, cafeterias	3
Large kitchen, canteen	8
Bakery and confectionery	3
Catering, out-of-home catering	2
Other	13
Student	1
Other not gainfully employed	3
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	39
Collectively	27
In an advisory capacity	18
No	13
Student	1
Other not gainfully employed	3
<b>Area of responsibility</b>	<b>%</b>
Management	43
Research, development, design	2
Planning, work preparation	10
Manufacture, production	20
Production, quality control	7
Buying, procurement	23
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	10
Storage, material management, logistics, transport	6
Maintenance, repairs	4
Other area	13
Student	1
Other not gainfully employed	3
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	31
5- 9	20
10- 49	28
50- 99	6
100- 199	3
200- 499	3
500 - 999	2
1 000 - 9 999	3
10 000 and more	2
Student	1
Other not gainfully employed	3
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	95
two	4
three	1
four	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	10
2nd day	14
3rd day	44
4th day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERGEO → Karlsruhe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>15 288</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	14
more than 50 km up to 100 km	16
more than 100 km up to 300 km	32
over 300 km	38
<b>Total Germany</b>	<b>78</b>
Baden- North Rhine- Westphalia	44
Württemberg	9
Bavaria	2
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg- Schleswig- Holstein	1
West Pomerania	1
Lower Saxony	4
<b>Total Foreign</b>	<b>22</b>
of which EU	57
Rest of Europe	25
Other	18
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Switzerland	18
Austria	9
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	16
Other salaried staff/public service	34
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	2
Student	15
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
(Bremen) 2008	18
(Leipzig) 2007	19
(München) 2006	24
(Düsseldorf) 2005	20
(Stuttgart) 2004	31
Earlier events	28
First visit	38

<b>Frequency of visits to trade fair</b>	<b>%</b>
(Bremen) 2008	18
(Leipzig) 2007	19
(München) 2006	24
(Düsseldorf) 2005	20
(Stuttgart) 2004	31
Earlier events	28
First visit	38

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industrial company	5
Energy supplies	4
Water supplies	1
Wholesale/foreign trade	1
Retail trade	2
Engineer's office	20
Research	2
Telecommunication	1
Architecture/construction	5
Other service company	4
Professional, specialist association	2
Authority/public services	28
Vocational school/polytechnic/university	3
Other	6
Student	15
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	13
Collectively	30
In an advisory capacity	22
No	18
Student	15
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	19
Research/development/design	11
Planning/work preparation	19
Manufacture/production	10
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	11
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	4
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Other area	16
Student	15
Other not gainfully employed	2
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	9
5- 9	9
10- 49	17
50- 99	11
100- 199	7
200- 499	8
500 - 999	6
1 000 - 9 999	11
10 000 and more	5
Student	15
Other not gainfully employed	2

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	72
two	15
three	14
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	39
2nd day	59
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Karlsruher Hochzeits- und Festtage → Karlsruhe

## Basic data private visitors

<b>Total number of visitors</b>	<b>4 328</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	7
more than 100 km up to 300 km	4
over 300 km	1

<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	88 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>2</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	49
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	3
Foreman, master craftsman	2
Student	11
Housewife/man	3
Old-age pensioner	-
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	9
2007	4
2006	2
Earlier events	2
First visit	84

## Additional data private visitors

<b>Sex</b>	%
Male	33
Female	67
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	70
over 30 up to 40 years	20
over 40 up to 50 years	4
over 50 up to 60 years	3
over 60 up to 70 years	-
over 70 years	-

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	10
N/A	19

<b>Size of household</b>	%
1 person	6
2 persons	76
3 persons	10
4 persons	5
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	16
no	30
maybe	55

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	45
no	7
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## LEARNTEC → Karlsruhe

## Basic data trade visitors

<b>Total number of visitors</b>	<b>2 571</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	18
more than 100 km up to 300 km	33
over 300 km	30

<b>Total Germany</b>	<b>92</b>
Baden-	North Rhine-
Württemberg	42 Westphalia
Bavaria	11 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	13 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>8</b>
of which EU	56
Other	44

<b>The country with the highest visitor share</b>	%
Austria	44

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	18
Other salaried staff/public service	28
Skilled worker	1
Lecturer, teacher, scientific assistant	16
Trainee	1
Other position	4
Student	9
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2008	25
2007	22
2006	16
2005	16
Earlier events	17
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
Educational facility	21
Research/teaching	4
Authority/public services	7
Industry	7
Trade/sales	5
Banks, insurance companies	3
Transport, tourism, hotel sector	3
Medicine	4
Association	1
Publishing house	5
Consultancy	3
IT, software	7
Training	2
Multimedia	5
Service	8
Other	3
Student	9
Other not gainfully employed	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	32
In an advisory capacity	29
No	9
Student	9
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	11
Research/development/design	9
Planning/work preparation	5
Manufacture/production	4
Production, quality control	3
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	16
Administration/organization/personnel/ social welfare/training	33
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	15
Student	9
Other not gainfully employed	4

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	12
5- 9	5
10- 49	11
50- 99	5
100- 199	8
200- 499	13
500 - 999	7
1 000 - 9 999	14
10 000 and more	14
Student	9
other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one 85 two 8 three 7	
2. Average length of stay	1,2 days
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

## offerta

## Basic data private visitors

<b>Total number of visitors</b>	<b>130 427</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	95
more than 50 km up to 100 km	3
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	91 Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
of which EU	84
Other	16

<b>The country with the highest visitor share</b>	%
France	79

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	7
Housewife/man	7
Old-age pensioner	23
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2008	55
2007	53
2006	45
2005	40
Earlier events	35
First visit	13

## Additional data private visitors

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

## Basic data trade visitors

Total number of visitors		9 146
Proportion of trade visitors		97%
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		19
over 300 km		62
Total Germany		46
Baden-	North Rhine-	
Württemberg	50 Westphalia	11
Bavaria	14 Rhineland-	
Berlin	2 Palatinate	7
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	3 Saxony-Anhalt	1
Hesse	9 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	-
Lower Saxony	2	
Total Foreign		54
of which	EU	27
	Rest of Europe	24
	Africa	23
	Middle East	11
	South-, East-, Central Asia	10
	Other	5
The four countries with the highest visitor shares		%
Belarus		6
India		6
Poland		5
Iran		5
Position in the company/organization		%
Entrepreneur, partner, self-employed		38
Managing director, board member, head of an authority etc.		24
Senior department head, other employee with managerial responsibility		6
Department head, group head		14
Other salaried staff/public service		7
Skilled worker		4
Lecturer, teacher, scientific assistant		-
Trainee		1
Other position		3
Student		3
Other not gainfully employed		1
Frequency of visits to trade fair		%
2008		18
2007		11
2006		10
2005		6
Earlier events		6
First visit		60

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	50
Trade	20
Skilled trades	5
Service	12
Authority/public services	3
Other	6
Student	3
Other not gainfully employed	1
<hr/>	
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	51
Collectively	24
In an advisory capacity	15
No	6
Student	3
Other not gainfully employed	1
<hr/>	
<b>Area of responsibility</b>	%
Management	43
Research/development/design	8
Planning/work preparation	10
Manufacture/production	20
Production, quality control	4
Buying/procurement	14
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	5
Maintenance/repairs	5
Other area	7
Student	3
Other not gainfully employed	1
<hr/>	
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	21
5- 9	15
10- 49	26
50- 99	10
100-199	8
200-499	5
500 - 999	4
1 000 - 9 999	5
10 000 and more	2
Student	3
other not gainfully employed	1
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one 74 two 16 three 10	
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day 39 2nd day 46 3rd day 51	
<hr/>	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## Basic data private visitors

<b>Total number of visitors</b>		<b>97 226</b>
<b>Proportion of private visitors</b>		<b>96%</b>
<b>Region of residence</b>		<b>%</b>
up to 50 km		81
more than 50 km up to 100 km		10
more than 100 km up to 300 km		5
over 300 km		4
<b>Total Germany</b>		<b>99</b>
Baden-	North Rhine-	
Württemberg	7 Westphalia	1
Bavaria	91 Rhineland-	
Berlin	- Palatinate	1
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	- Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	- Thuringia	-
Lower Saxony	-	-
<b>Total Foreign</b>		<b>1</b>
<b>Position in the company/organisation</b>		<b>%</b>
Entrepreneur, partner, self-employed		9
Managing director, board member, head of an authority etc.		-
Senior department head, other employee with managerial responsibility		-
Department head, group head		3
Other salaried staff, public service		37
Skilled worker		10
Lecturer, teacher, scientific assistant		-
Trainee		1
Other position		2
Student		3
Housewife/man		7
Old-age pensioner		25
Other not gainfully employed		2
<b>Frequency of visits to trade fair</b>		<b>%</b>
2006		70
2005		68
2004		67
Earlier events		83
First visit		9

## Additional data private visitors

<b>Sex</b>	%
Male	58
Female	42
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	12
over 30 up to 40 years	15
over 40 up to 50 years	24
over 50 up to 60 years	21
over 60	19
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	21
more than 2 000,- EUR up to 2 600,- EUR	23
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	4
N/A	6
<b>Size of household</b>	%
1 person	10
2 persons	41
3 persons	17
4 persons	20
5 persons and more	11
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	51
no	15
maybe	33
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	20
no	39
maybe	40
Conducted by: Messe- und Congressberatung Dirr, Hamburg	

## Anuga → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>149 349</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	16
over 300 km	62

<b>Total Germany</b>	<b>39</b>
Baden-Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	51
Rhineland-Palatinate	7
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>61</b>
of which EU	51
Rest of Europe	9
Africa	5
North America	3
South and Central America	9
Middle East	8
South-, East-, Central Asia	13
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
France	6
Italy	4
Spain	4
Belgium	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	11
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	6
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	37
2005	25
2003	18
Earlier events	14
First visit	48

## Additional data trade visitors

<b>Economic sector</b>	%
Wholesale/foreign trade	23
Retail trade	10
Retail chain/cooperative head office	2
Specialized retail trade	2
Commercial agent	2
Import/export	11
Skilled trades	1
Catering	12
Service	7
Industry	17
Other	7
Student	6
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	28
In an advisory capacity	17
No	8
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	11
Planning/work preparation	10
Manufacture/production	13
Production, quality control	8
Buying/procurement	28
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	7
Maintenance/repairs	1
Other area	8
Student	6
Other not gainfully employed	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	18
Italy	7
Switzerland	7
France	6
Belgium	5

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	14
5- 9	11
10- 49	20
50- 99	11
100-199	11
200-499	9
500- 999	6
1 000- 9 999	9
10 000 and more	4
Student	6
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	47
two	23
three	15
four	8
five	8
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	45
3rd day	51
4th day	44
5th day	30

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

## Anuga FoodTec → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>33 847</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	60

<b>Total Germany</b>	<b>58</b>
Baden-Württemberg	9
Bavaria	16
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	2
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	11
North Rhine-Westphalia	34
Rhineland-Palatinate	5
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>42</b>
of which EU	60
Rest of Europe	13
Africa	5
North America	3
South and Central America	4
Middle East	5
South-, East-, Central Asia	8
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	18
Italy	7
Switzerland	7
France	6
Belgium	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	9
Department head, group head	20
Other salaried staff/public service	18
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	5
Student	9
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	30
2003	18
2000	9
1996	6
Earlier events	4
First visit	60

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	60
Trade	7
Skilled trades	3
Agriculture	3
Service	9
Authority/public services	1
University research	3
Other	4
Student	9
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	33
In an advisory capacity	23
No	10
Student	9
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	26
Research/development/design	26
Planning/work preparation	13
Manufacture/production	25
Production, quality control	11
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	4
Maintenance/repairs	10
Other area	7
Student	9
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	9
5- 9	5
10- 49	19
50- 99	10
100-199	9
200-499	11
500- 999	8
1 000- 9 999	11
10 000 and more	8
Student	9
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	64
two	22
three	8
four	6
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	36
2nd day	45
3rd day	40
4th day	34

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

## Asia-Pacific Sourcing

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 635</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	48

<b>Total Germany</b>	<b>49</b>
Baden-Württemberg	8
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	5
North Rhine-Westphalia	58
Rhineland-Palatinate	8
Saarland	1
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>51</b>
of which EU	84
Rest of Europe	8
Other	9

<b>The five countries with the highest visitor shares</b>	%
Netherlands	19
France	10
Belgium	10
Italy	7
Great Britain	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	21
Senior department head, other employee with managerial responsibility	9
Department head, group head	12
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	3
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	37
2005	25
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
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

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

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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	22
5- 9	18
10- 49	27
50- 99	11
100- 199	7
200- 499	5
500 - 999	5
1 000 - 9 999	4
10 000 and more	1
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	19
three	7
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	51
3rd day	44

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

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 809</b>
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<b>Proportion of trade visitors</b>	<b>98%</b>
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<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 km	27
over 300 km	51

<b>Total Germany</b>	<b>64</b>
Baden-	North Rhine-
Württemberg	12 Westphalia
Bavaria	13 Rhineland-
Berlin	4 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	10 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	8

<b>Total Foreign</b>	<b>36</b>
of which EU	81
Rest of Europe	9
Other	10

<b>The three countries with the highest visitor shares</b>	%
Netherlands	23
Austria	8
France	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	12
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	50
2005	32
2003	22
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	27
Wholesale/foreign trade	17
Retail trade	14
Skilled trades	2
Service	35
Authority/public services	1
University, research	1
Association	1
Other	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	27
In an advisory capacity	16
No	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	50
Research/development/design	15
Planning/work preparation	12
Manufacture/production	8
Production, quality control	4
Buying/procurement	29
Finance/accounting, controlling	13
Information, communication technology (EDP)	9
Administration/organization/personnel/social welfare/training	13
Marketing/sales/advertising/PR	38
Storage/material management/logistics/transport	12
Maintenance/repairs	20
Other area	6
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	26
5- 9	15
10- 49	25
50- 99	8
100- 199	7
200- 499	6
500 - 999	4
1 000 - 9 999	6
10 000 and more	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	19
three	5
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	54
3rd day	36

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

## Basic data trade visitors

<b>Total number of visitors</b>	<b>106 147</b>
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<b>Proportion of trade visitors</b>	<b>93%</b>
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<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	10
more than 100 km up to 300 km	21
over 300 km	57

<b>Total Germany</b>	<b>58</b>
Baden-	North Rhine-
Württemberg	10 Westphalia
Bavaria	11 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	7

<b>Total Foreign</b>	<b>42</b>
of which EU	52
Rest of Europe	10
Africa	7
North America	4
South and Central America	2
Middle East	12
South-, East-, Central Asia	9
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Italy	7
France	6
Switzerland	5
Romania	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	16
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	5
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	50
2005	39
2003	30
2001	23
Earlier events	17
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Dental surgery	38
Surgery-laboratory	4
Dental laboratory	19
Dental trade	13
Retail trade	1
Industry	8
Service	5
Dental Technical College	1
University, research	3
Other	3
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	29
In an advisory capacity	20
No	9
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	38
Research/development/design	12
Planning/work preparation	18
Manufacture/production	23
Production, quality control	12
Buying/procurement	25
Finance/accounting, controlling	12
Information, communication technology (EDP)	8
Administration/organization/personnel/social welfare/training	17
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	6
Maintenance/repairs	10
Other area	15
Student	5
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	23
5- 9	30
10- 49	23
50- 99	6
100- 199	4
200- 499	3
500 - 999	2
1 000 - 9 999	3
10 000 and more	1
Student	5
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	24
three	12
four	8
five	7
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	31
2nd day	45
3rd day	46
4th day	42
5th day	33

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

## IMB → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>18 771</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	64

<b>Total Germany</b>		<b>55</b>
Baden-		
Württemberg	12	North Rhine- 39
Bavaria	19	Westphalia
Berlin	3	Rhineland-
Brandenburg	-	Palatinate 4
Bremen	-	Saarland -
Hamburg	-	Saxony 3
Hesse	4	Saxony-Anhalt -
Mecklenburg-	10	Schleswig-
West Pomerania		Holstein -
Lower Saxony	5	Thuringia -

<b>Total Foreign</b>	<b>45</b>
of which EU	52
Rest of Europe	14
Africa	14
South and Central America	6
Middle East	4
South-, East-, Central Asia	6
Australia	3
Other	2

<b>The five countries with the highest visitor shares</b>	%
Great Britain	7
Netherlands	6
Switzerland	6
Italy	6
France	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	8
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	5
Other position	2
Student	12

<b>Frequency of visits to trade fair</b>	%
2006	43
2003	31
2000	26
1997	20
Earlier events	15
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	47
Wholesale trade, distribution, buying association	9
Retail trade	8
Skilled trades	7
Service	8
Authority/public services	2
University research	4
Other	3
Student	12

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	27
In an advisory capacity	19
No	9
Student	12

<b>Area of responsibility</b>	%
Management	32
Research/development/design	25
Planning/work preparation	18
Manufacture/production	34
Production, quality control	17
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	8
Administration/organization/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR	17
Maintenance/repairs	7
Storage/material management/logistics/	
transport	5
Other area	7
Student	12

Size of company/organization:				%
Number of employees:				
1- 4	15	200-	499	10
5- 9	10	500-	999	5
10- 49	16	1 000-	9 999	11
50- 99	6	10 000	and more	4
100-199	10	Student		12

Length of stay				%
1. Length of stay (days):				
one	54	three	12	
two	23	four	11	
2. Average length of stay				1,8 days
3. Share of visitors on the event's days:				%
1st day	36	3rd day	55	
2nd day	52	4th day	38	

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

## imm cologne → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>100 468</b>
<b>Proportion of trade visitors</b>	<b>69%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	11
more than 100 km up to 300 km	25
over 300 km	49

<b>Total Germany</b>		<b>67</b>
Baden-		
Württemberg	10	North Rhine-
Bavaria	8	Westphalia
Berlin	3	Rhineland-
Brandenburg	-	Palatinate
Bremen	-	Saarland
Hamburg	3	Saxony
Hesse	6	Saxony-Anhalt
Mecklenburg-		Schleswig-
West Pomerania		Holstein
Lower Saxony	4	Thuringia

<b>Total Foreign</b>	<b>33</b>
of which EU	69
Rest of Europe	14
North America	3
South-, East-, Central Asia	8
Other	6

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Austria	11
Italy	9
France	7
Switzerland	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	8
Other salaried staff/public service	10
Skilled worker	3
Lecturer, teacher, scientific assistant	12
Trainee	3
Other position	3
Student	15
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	43
2007	37
2006	34
2005	31
Earlier events	28
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	18
Trade	28
Skilled trades	17
Service	15
Authority/public services	2
University, research	1
Other	4
Student	15
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	21
In an advisory capacity	19
No	14
Student	15
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	31
Research/development/design	12
Planning/work preparation	17
Manufacture/production	20
Production, quality control	6
Buying/procurement	22
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/	
social welfare/training	6
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport	5
Maintenance/repairs	4
Other area	12
Student	15
Other not gainfully employed	1

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):					
one	60	four	4	seven	
two	23	five	2		
three	10	six	-		
2. Average length of stay					1,7 days
3. Share of visitors on the event's days:					%
1st day	28	4th day	31	7th day	6
2nd day	33	5th day	26		
3rd day	34	6th day	10		

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

## interzum

## Basic data trade visitors

<b>Total number of visitors</b>	<b>46 345</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	60

<b>Total Germany</b>		<b>47</b>	
Baden-		North Rhine-	
Württemberg	14	Westphalia	48
Bavaria	8	Rhineland-	
Berlin	2	Palatinate	7
Brandenburg	-	Saarland	1
Bremen	1	Saxony	2
Hamburg	1	Saxony-Anhalt	-
Hesse	8	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania		Thuringia	1
Lower Saxony	6		

<b>Total Foreign</b>	<b>53</b>
of which EU	54
Rest of Europe	10
Africa	4
North America	7
South and Central America	5
Middle East	6
South-, East-, Central Asia	11
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Italy	7
France	7
Great Britain	5
Belgium	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	41
2005	31
2003	24
Earlier events	21
First visit	42

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	50
Wholesale/foreign trade	15
Retail trade	4
Skilled trades	12
Service	6
Learned professions	6
Authority/public services	1
University, research	1
Other	2
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	31
In an advisory capacity	18
No	6
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	38
Research/development/design	23
Planning/work preparation	18
Manufacture/production	26
Production, quality control	10
Buying/procurement	27
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	5
Maintenance/repairs	3
Other area	5
Student	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	11
10- 49	25
50- 99	12
100- 199	9
200- 499	9
500 - 999	6
1 000 - 9 999	5
10 000 and more	3
Student	4
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	58
two	23
three	12
four	6
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	41
2nd day	50
3rd day	46
4th day	30
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

## Basic data trade visitors

<b>Total number of visitors</b>	33 152
<b>Proportion of trade visitors</b>	94%
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	58
<b>Total Germany</b>	52
Baden-Württemberg	8
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	6
North Rhine-Westphalia	50
Rhineland-Palatinate	6
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1
<b>Total Foreign</b>	48
of which EU	61
Rest of Europe	12
Africa	5
North America	5
Middle East	5
South-, East-, Central Asia	6
Australia	2
South and Central America	5
<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Belgium	7
Great Britain	7
France	7
Switzerland	7
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	9
Department head, group head	12
Other salaried staff/public service	19
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	6
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	38
2007	32
2006	26
2005	22
Earlier events	17
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	34
Wholesale/foreign trade	22
Retail trade	20
Skilled trades	1
Service	7
Catering	3
Authority/public services	1
Other	5
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	28
In an advisory capacity	19
No	14
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	36
Research/development/design	12
Planning/work preparation	5
Manufacture/production	12
Production, quality control	5
Buying/procurement	25
Finance/accounting, controlling	6
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	36
Storage/material management/logistics/transport	6
Maintenance/repairs	1
Other area	8
Student	5
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	15
5- 9	9
10- 49	19
50- 99	10
100- 199	11
200- 499	9
500 - 999	7
1 000 - 9 999	9
10 000 and more	7
Student	5
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	56
two	23
three	12
four	9
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	52
3rd day	49
4th day	31
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

## Basic data trade visitors

<b>Total number of visitors</b>	18 104
<b>Proportion of trade visitors</b>	94%
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	4
more than 100 km up to 300 km	15
over 300 km	72
<b>Total Germany</b>	29
Baden-Württemberg	7
Bavaria	15
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	41
Rhineland-Palatinate	3
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	3
<b>Total Foreign</b>	71
of which EU	62
Rest of Europe	6
Africa	3
North America	3
South and Central America	3
Middle East	4
South-, East-, Central Asia	17
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Great Britain	8
France	8
China (PR)	7
Italy	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	8
Department head, group head	7
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	6
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	30
2007	27
2006	22
2005	20
Earlier events	15
First visit	49

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	18
Wholesale trade	15
Specialist retail trade	19
Buying association	2
Mail order company	2
Chain store	2
Department store, hypermarket, drug store	5
Online shop	7
Other retail	2
Commercial agent	4
Import/export	7
Service	5
Media, press, publishing	5
Other	3
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	53
Collectively	21
In an advisory capacity	16
No	6
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	53
Research/development/design	13
Planning/work preparation	7
Manufacture/production	8
Production, quality control	3
Buying/procurement	30
Finance/accounting, controlling	10
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	7
Maintenance/repairs	1
Other area	7
Student	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	34
5- 9	15
10- 49	20
50- 99	6
100- 199	45
200- 499	5
500 - 999	3
1 000 - 9 999	4
10 000 and more	3
Student	2
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	45
two	30
three	13
four	13
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	58
3rd day	53
4th day	38
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

## ProSweets Cologne → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>20 042</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	54

<b>Total Germany</b>	<b>51</b>
Baden-	North Rhine-
Württemberg	12 Westphalia
Bavaria	9 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	3

<b>Total Foreign</b>	<b>50</b>
of which EU	64
Rest of Europe	11
North America	9
South-, East-, Central Asia	5
Other	12

<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Belgium	10
Italy	7
USA	6
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	10
Department head, group head	16
Other salaried staff/public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4
Other not gainfully employed	-

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	24
First visit	62

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	57
Trade	21
Skilled trades	6
Service	8
University, research	2
Other	2
Student	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	32
In an advisory capacity	19
No	12
Student	4

<b>Area of responsibility</b>	%
Management	35
Research/development/design	21
Planning/work preparation	9
Manufacture/production	26
Production, quality control	9
Buying/procurement	17
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	34
Storage/material management/logistics/transport	5
Maintenance/repairs	6
Other area	7
Student	4

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	15
5- 9	9
10- 49	19
50- 99	7
100-199	14
200- 499	10
500- 999	7
1 000- 9 999	8
10 000 and more	5
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	21
three	5
four	8
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	44
3rd day	42
4th day	35

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

## spoga → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>25 105</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	23
over 300 km	60

<b>Total Germany</b>	<b>40</b>
Baden-	North Rhine-
Württemberg	9 Westphalia
Bavaria	8 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	3 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	5

<b>Total Foreign</b>	<b>60</b>
of which EU	71
Rest of Europe	8
North America	3
South-, East-, Central Asia	12
Other	7

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
France	9
Belgium	8
Great Britain	7
Italy	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff/public service	9
Skilled worker	1
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	54
2007	38
2006	32
2005	25
Earlier events	22
First visit	28

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	19
Trade	60
Skilled trades	4
Service	11
Authority/public services	1
Other	3
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	55
Collectively	26
In an advisory capacity	12
No	5
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	48
Research/development/design	11
Planning/work preparation	9
Manufacture/production	13
Production, quality control	4
Buying/procurement	41
Finance/accounting, controlling	10
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	32
Storage/material management/logistics/transport	8
Maintenance/repairs	2
Other area	7
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	33
5- 9	16
10- 49	20
50- 99	8
100-199	6
200-499	4
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	27
three	18
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	48
2nd day	65
3rd day	51

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

## AMI AUTOMOBIL

## Basic data private visitors

<b>Total number of visitors</b>	<b>177 499</b>
<b>Proportion of private visitors</b>	<b>68%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>93</b>
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	4 Rhineland-
Berlin	3 Palatinate
Brandenburg	6 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	3

<b>Total Foreign</b>	<b>7</b>
of which EU	93
Other	7

<b>The two countries with the highest visitor shares</b>	%
Czech Republic	61
Poland	28

<b>Position in the company/organization</b>	%
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	2
Trainee	10
Other position	8
Student	18
Housewife/man	2
Old-age pensioner	10
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	42
2007	34
2006	28
2005	22
Earlier events	15
First visit	33

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>32%</b>
<b>Region of residence</b>	%
up to 50 km	24
more than 50 km up to 100 km	19
more than 100 km up to 300 km	36
over 300 km	21
<b>Total Germany</b>	<b>90</b>
Baden- Württemberg	1
Bavaria	6
Berlin	3
Brandenburg	6
Bremen	-
Hamburg	43
Hesse	1
Mecklenburg- West Pomerania	1
Lower Saxony	3
North Rhine- Westphalia	1
Rhineland- Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	20
Schleswig- Holstein	-
Thuringia	12
<b>Total Foreign</b>	<b>10</b>
of which EU	95
Other	5
<b>The two countries with the highest visitor shares</b>	%
Czech Republic	53
Poland	36
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	18
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	9
Student	18
Housewife/man	1
Old-age pensioner	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	43
2007	35
2006	28
2005	22
Earlier events	15
First visit	34

## Additional data private visitors

<b>Sex</b>	%
Male	69
Female	31
<b>Age</b>	%
up to 20 years	18
over 20 up to 30 years	35
over 30 up to 40 years	13
over 40 up to 50 years	16
over 50 up to 60 years	10
over 60 up to 70 years	7
over 70 years	2
<b>Net household income</b>	%
up to 900,- EUR	17
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	9
N/A	9
<b>Size of household</b>	%
1 person	19
2 persons	34
3 persons	23
4 persons	18
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	24
yes	39
no	38
maybe	38
<b>Follow-up business</b>	%
Intend to buy at later date	30
yes	19
no	52
maybe	52
Conducted by: Institut für Marktforschung GmbH, Leipzig	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>10 964</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	25
more than 50 km up to 100 km	19
more than 100 km up to 300 km	47
over 300 km	10
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	2
Berlin	4
Brandenburg	8
Bremen	-
Hamburg	48
Hesse	1
Mecklenburg- West Pomerania	2
Lower Saxony	2
North Rhine- Westphalia	1
Rhineland- Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	17
Schleswig- Holstein	1
Thuringia	13
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	68
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	1
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	49
2007	41
2006	29
2005	25
Earlier events	19
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	53
Skilled trades	25
Wholesale/foreign trade	4
Other services	4
Industry	3
Authority/public services	1
Commercial agent	1
Catering/hotels	1
Research/teaching	1
Architect, planner, engineer's office, services	1
Interior designer	1
Other	3
Student	1
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	26
In an advisory capacity	18
No	5
Student	1
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	34
Research/development/design	3
Planning/work preparation	13
Manufacture/production	19
Production, quality control	7
Buying/procurement	63
Finance/accounting, controlling	18
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	9
Maintenance/repairs	5
Other area	53
Student	1
Other not gainfully employed	2
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	67
5- 9	11
10- 49	11
50- 99	2
100- 199	2
200- 499	3
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	1
other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	7
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	36
2nd day	54
3rd day	20

Conducted by: Institut für Marktforschung GmbH, Leipzig

## enertec Leipzig

## Basic data trade visitors

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

## Additional data trade visitors

<b>Economic sector</b>	%
Service provider	18
Industry	14
Engineer's and planning office	14
Research, apprenticeship, training	8
Municipal utility (public services, water supply companies)	7
Public authority/administration	6
Skilled trades	5
Association/society	2
Agriculture and forestry	2
Trade	2
Municipalities	1
Other	5
Student	13
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	26
In an advisory capacity	28
No	13
Student	13
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	17
Research/development/design	11
Planning/work preparation	19
Manufacture/production	7
Production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	41
Student	13
Other not gainfully employed	2
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	17
5- 9	9
10- 49	18
50- 99	7
100-199	8
200-499	11
500- 999	6
1 000- 9 999	7
10 000 and more	3
Student	13
other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	7
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	30
2nd day	48
3rd day	34

Conducted by: Institut für Marktforschung GmbH, Leipzig

## FACHDENTAL Leipzig Leipzig

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 594</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	33
more than 100 km up to 300 km	28
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	1
Bavaria	-
Berlin	3
Brandenburg	3
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	24
Skilled worker	21
Lecturer, teacher, scientific assistant	1
Trainee	12
Other position	2
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	47
2007	48
Earlier events	41
First visit	18

## Additional data trade visitors

<b>Economic sector</b>	%
Dentist's practice,- clinic	75
Orthodontics	6
Oral and maxillofacial surgery	3
Dental technology laboratory	15
Dental trade	3
University, polytechnic	5
Other	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	30
In an advisory capacity	28
No	9
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	29
Research/development/design	1
Planning/work preparation	20
Manufacture/production	17
Production, quality control	12
Buying/procurement	23
Finance/accounting, controlling	16
Information, communication technology (EDP)	9
Administration/organization/personnel/social welfare/training	21
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	8
Maintenance/repairs	12
Other area	32
Student	3
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	46
5- 9	31
10- 49	13
50- 99	2
100-199	2
200-499	-
500- 999	-
1 000- 9 999	-
10 000 and more	-
Student	3
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	96
two	4
2. Average length of stay	1,0 days
3. Share of visitors on the event's days:	%
1st day	56
2nd day	47

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## GÄSTE

## Basic data trade visitors

<b>Total number of visitors</b>	<b>13 127</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
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
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	3
Berlin	2
Brandenburg	6
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
of which EU	93
Other	7
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	9
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
<b>Frequency of visits to trade fair</b>	%
2007	31
2005	20
Earlier events	15
First visit	53

### Additional data trade visitors

<b>Economic sector</b>	%
Catering	48
Hotel	19
Communal catering	6
Catering/party service	2
Bakery's 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

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

<b>Area of responsibility</b>	%
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

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	26
5- 9	15
10- 49	29
50- 99	9
100-199	5
200-499	3
500- 999	1
1.000- 9.999	2
10.000 and more	1
Student	9
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	95
two	3
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	22
2nd day	34
3rd day	31
4th day	23

Conducted by: Institut für Marktforschung GmbH, Leipzig

## Home-Garden-Leisure (2007) Leipzig

### Basic data private visitors

<b>Total number of visitors</b>	<b>170 241</b>
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<b>Proportion of private visitors</b>	<b>81%</b>
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<b>Region of residence</b>	%
up to 50 km	63
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	2

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	-
Bavaria	1
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	66
Saxony-Anhalt	25
Schleswig-Holstein	-
Thuringia	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	31
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	13
Housewife/man	5
Old-age pensioner	13
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	39
2005	30
2004	24
Earlier events	15
First visit	25

### Basic data all visitors

<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	67
Saxony-Anhalt	24
Schleswig-Holstein	-
Thuringia	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	29
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	12
Housewife/man	5
Old-age pensioner	11
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	50
2006	38
2005	29
2004	24
Earlier events	15
First visit	26

### Additional data private visitors

<b>Sex</b>	%
Male	39
Female	61

<b>Age</b>	%
up to 20 years	14
over 20 up to 30 years	19
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	16
over 60 up to 70 years	11
over 70 years	1

<b>Net household income</b>	%
up to 900,- EUR	16
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	4
N/A	11

<b>Size of household</b>	%
1 person	10
2 persons	41
3 persons	26
4 persons	19
5 persons and more	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	70
no	5
maybe	24

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	14
maybe	58

Conducted by: Institut für Marktforschung, Leipzig

## Leipzig Book Fair (2008) → Leipzig

## Basic data private visitors

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

## Basic data all visitors

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

## Additional data private visitors

<b>Sex</b>	%
Male	35
Female	65
<b>Age</b>	%
up to 20 years	40
over 20 up to 30 years	24
over 30 up to 40 years	11
over 40 up to 50 years	13
over 50 up to 60 years	6
over 60 up to 70 years	5
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	24
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	11
<b>Size of household</b>	%
1 person	18
2 persons	24
3 persons	21
4 persons	24
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	60
yes	9
no	31
maybe	31
<b>Follow-up business</b>	%
Intend to buy at later date	46
yes	9
no	45
maybe	45
Conducted by: Institut für Marktforschung, Leipzig	

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

## Basic data private visitors

<b>Total number of visitors</b>	<b>94 662</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
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
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	-
Bavaria	2
Berlin	3
Brandenburg	5
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
North Rhine-Westphalia	-
Rhineland-Palatinate	1
Saarland	-
Saxony	55
Saxony-Anhalt	21
Schleswig-Holstein	-
Thuringia	10
<b>Total Foreign</b>	<b>2</b>
of which EU	86
Other	14
<b>Position in the company/organisation</b>	%
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	5
Other salaried staff, public service	21
Skilled worker	23
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	9
Student	17
Housewife/man	3
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	54
2005	45
2004	33
2003	24
Earlier events	15
First visit	26

## Additional data private visitors

<b>Sex</b>	%
Male	63
Female	37
<b>Age</b>	%
up to 20 years	19
over 20 up to 30 years	25
over 30 up to 40 years	24
over 40 up to 50 years	21
over 50 up to 60 years	7
over 60 up to 70 years	4
over 70 years	-
<b>Net household income</b>	%
up to 900,- EUR	20
more than 900,- EUR up to 1 500,- EUR	21
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	8
<b>Size of household</b>	%
1 person	14
2 persons	29
3 persons	26
4 persons	22
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	74
yes	4
no	22
maybe	22
<b>Follow-up business</b>	%
Intend to buy at later date	43
yes	9
no	48
maybe	48
Conducted by: Institut für Marktforschung, Leipzig	

## Pflegemesse (2007) → Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>12 041</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	37
more than 50 km up to 100 km	20
more than 100 km up to 300 km	32
over 300 km	11
<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	2 Rhineland-
Berlin	2 Palatinate
Brandenburg	6 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	3
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried staff, public service	25
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	20
Other position	5
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	28
2003	13
2001	7
Earlier events	5
First visit	64

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Hospital	21
Outpatient care, social care facilities	21
Partly in-patient, stationary care facilities	18
University, polytechnic, vocational school	7
Disabled/Old people's facility	7
Other services	3
Industry	3
Home Care Services	2
Specialist sanitary, medical technical specialised trade	3
Doctor's practice	1
Prophylaxis and rehabilitation facilities	1
Facilities of the paying authority	1
Public authority/administration	1
Other sectors	4
Student	8
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	10
Collectively	28
In an advisory capacity	30
No	23
Student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	11
Research, development, design	-
Planning, work preparation	3
Manufacture, production	1
Production, quality control	2
Buying, procurement	4
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	18
Marketing, sales, advertising, PR	3
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	47
Student	8
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	5
10- 49	30
50- 99	13
100-199	7
200-499	14
500- 999	8
1 000- 9 999	8
10 000 and more	1
Student	8
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	90
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	41
2nd day	46
3rd day	27

Conducted by: Institut für Marktforschung, Leipzig

## TerraTec → Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>10 468</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	35
more than 50 km up to 100 km	16
more than 100 km up to 300 km	28
over 300 km	21
<b>Total Germany</b>	<b>93</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	3 Rhineland-
Berlin	2 Palatinate
Brandenburg	5 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	2
<b>Total Foreign</b>	<b>7</b>
of which EU	50
Other	50
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	6
Trainee	11
Other position	3
Student	11
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	26
2005	16
Earlier events	17
First visit	59

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Service	16
Industry	13
Research, apprenticeship, training	11
Public authority/administration	10
Engineer's and planning office	9
Municipal utility (public services, water supply companies)	6
Skilled trades	4
Association/society	3
Agriculture and forestry	2
Trade	2
Municipalities	2
Other sectors	9
Student	11
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	15
Collectively	24
In an advisory capacity	31
No	17
Student	11
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	15
Research/development/design	12
Planning/work preparation	14
Manufacture/production	7
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	3
Maintenance/repairs	10
Other area	51
Student	11
Other not gainfully employed	2
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	13
5- 9	6
10- 49	20
50- 99	9
100-199	7
200-499	9
500- 999	8
1 000- 9 999	11
10 000 and more	4
Student	11
other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	92
two	5
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	38
2nd day	35
3rd day	38

Conducted by: Institut für Marktforschung GmbH, Leipzig

## therapie (2007) → Leipzig

## Basic data trade visitors

<b>Total number of visitors</b>	<b>9 858</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	18
more than 100 km up to 300 km	41
over 300 km	20

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	3
Bavaria	9
Berlin	3
Brandenburg	9
Bremen	-
Hamburg	1
Hesse	2
Mecklenburg-West Pomerania	3
Lower Saxony	4
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	41
Saxony-Anhalt	15
Schleswig-Holstein	1
Thuringia	11

<b>Total Foreign</b>	<b>1</b>
of which EU	100

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff, public service	19
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	23
Other position	2
Student	10
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2005	19
2003	11
Earlier events	5
First visit	72

## Additional data trade visitors

<b>Economic sector</b>	%
Therapeutical practice	45
Vocational school, technical college	23
University, academy, specialist school	6
Hospital	5
Prophylaxis and rehabilitation facilities	3
Stationary nursing facility	3
Facility for the disabled	2
Health cure and medicinal baths	1
Fitness studio	1
Other sectors	6
Ambulant rehabilitation centre	3
Medical technical specialised trade	1
Association, society, self-help group	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	25
In an advisory capacity	24
No	18
Student	10
Other not gainfully employed	2

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

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	33
5- 9	13
10- 49	18
50- 99	4
100-199	7
200-499	8
500- 999	3
1 000- 9 999	2
10 000 and more	1
Student	10
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	81
two	11
three	9
1,3 days	
2. Average length of stay	
3. Share of visitors on the event's days:	
1st day	43
2nd day	46
3rd day	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Touristik &amp; Caravaning International → Leipzig

## Basic Data Private Visitors

<b>Total number of visitors</b>	<b>71 806</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	23
more than 100 km up to 300 km	21
over 300 km	5

<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	2
Berlin	1
Brandenburg	3
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	63
Saxony-Anhalt	22
Schleswig-Holstein	-
Thuringia	6

<b>Total Foreign</b>	<b>3</b>
of which EU	89
Other	11

<b>The country with the highest visitor share</b>	%
Poland	42

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	37
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	3
Housewife/man	2
Old-age pensioner	32
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	49
2007	52
Earlier events	58
First visit	30

## Additional Data Private Visitors

<b>Sex</b>	%
Male	54
Female	46

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	11
over 40 up to 50 years	25
over 50 up to 60 years	23
over 60 up to 70 years	23
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	1
N/A	51

<b>Size of household</b>	%
1 person	12
2 persons	58
3 persons	18
4 persons	9
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	20
no	60
maybe	20

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	34
no	25
maybe	41

Conducted by: Anova Marktforschung, Dresden

## Z - The Subcontracting Fair

## Basic data trade visitors

<b>Total number of visitors</b>	<b>10 037</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	23
more than 100 km up to 300 km	38
over 300 km	19

<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	4
Bavaria	4
Berlin	3
Brandenburg	4
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	2
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	50
Saxony-Anhalt	10
Schleswig-Holstein	1
Thuringia	15

<b>Total Foreign</b>	<b>3</b>
of which EU	24
Other	76

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	24
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	2
Student	13
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	33
2007	20
2006	12
2005	7
Earlier events	5
First visit	55

### Additional data trade visitors

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

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

<b>Area of responsibility</b>	%
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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	5
10- 49	22
50- 99	13
100- 199	12
200- 499	11
500- 999	4
1 000- 9 999	7
10 000 and more	3
Student	13
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	95
two	4
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	25
2nd day	33
3rd day	30
4th day	19

Conducted by: Institut für Marktforschung GmbH, Leipzig

### Basic data private visitors

<b>Total number of visitors</b>	71 398
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<b>Proportion of private visitors</b>	74%
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<b>Region of residence</b>	%
up to 50 km	93
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	81
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	19
of which EU	23
Rest of Europe	77

<b>The two countries with the highest visitor shares</b>	%
Switzerland	77
France	23

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	21
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	10
Housewife/man	13
Old-age pensioner	31
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	51
2007	49
Earlier events	70
First visit	20

### Basic data all visitors

<b>Proportion of trade visitors</b>	26%
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<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	83
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	17
of which EU	22
Rest of Europe	78

<b>The two countries with the highest visitor shares</b>	%
Switzerland	78
France	22

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
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	24
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Housewife/man	10
Old-age pensioner	29
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	54
2007	51
Earlier events	69
First visit	19

### Additional data private visitors

<b>Sex</b>	%
Male	42
Female	58

<b>Age</b>	%
up to 20 years	11
over 20 up to 30 years	9
over 30 up to 40 years	8
over 40 up to 50 years	22
over 50 up to 60 years	16
over 60 up to 70 years	23
over 70 years	11

<b>Size of household</b>	%
1 person	14
2 persons	45
3 persons	15
4 persons	20
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	69
no	15
maybe	16

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	17
no	51
maybe	32

Conducted by: Messe Lörrach GmbH, Lörrach

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

## Basic data private visitors

<b>Total number of visitors</b>	<b>75 329</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
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

<b>Total Germany</b>		<b>100</b>
Baden-		North Rhine-
Württemberg	1	Westphalia
Bavaria	1	Rhineland-
Berlin		Palatinate
Brandenburg	-	Saarland
Bremen		Saxony
Hamburg	-	Saxony-Anhalt
Hesse	21	Schleswig-
Mecklenburg-		Holstein
West Pomerania		Thuringia
Lower Saxony	-	

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	31
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	30
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	63
2006	66
2005	62
2004	60
Earlier events	68
First visit	13

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	54
Female	46
<b>Age</b>	<b>%</b>
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	11
over 40 up to 50 years	22
over 50 up to 60 years	22
over 60 up to 70 years	26
over 70 years	9

<b>Net household income</b>	<b>N/A</b>
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<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	51
3 persons	17
4 persons	15
5 persons and more	5

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	50
yes	35
no	15
maybe	15

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	27
yes	44
no	30
maybe	30

Conducted by: INA Research GmbH, Schenefeld

## MANNHEIMER MAIMARKT (2007) → Mannheim

## Basic data private visitors

<b>Total number of visitors</b>	<b>338 993</b>
<b>Proportion of private visitors</b>	<b>87%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	79
more than 50 km up to 100 km	15
more than 100 km up to 300 km	5
over 300 km	1

<b>Total Germany</b>		<b>100</b>
Baden-		
Württemberg	67	North Rhine- Westphalia -
Bavaria	1	Rhineland-
Berlin		Palatinate 22
Brandenburg	-	Saarland -
Bremen		Saxony -
Hamburg		Saxony-Anhalt -
Hesse	10	Schleswig- Holstein -
Mecklenburg-		Thuringia -
West Pomerania		
Lower Saxony	-	

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service	36
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	11
Housewife/man	9
Old-age pensioner	17
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	60
2005	48
Earlier events	58
First visit	10

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	79
more than 50 km up to 100 km	16
more than 100 km up to 300 km	5
over 300 km	1

<b>Total Germany</b>		<b>100</b>
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 Pomerania	- Thuringia	-
Lower Saxony	-	-

<b>Position in the company/organisation</b>	<b>%</b>
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	35
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	12
Housewife/man	8
Old-age pensioner	15
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	60
2005	48
Earlier events	57
First visit	10

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	46
Female	54
<b>Age</b>	<b>%</b>
up to 20 years	12
over 20 up to 30 years	12
over 30 up to 40 years	21
over 40 up to 50 years	23
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	4

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	59

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	36
3 persons	23
4 persons	23
5 persons and more	8

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	72
yes	11
no	17
maybe	17

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	31
yes	33
no	36
maybe	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

### Basic data trade visitors

<b>Total number of visitors</b>	<b>212 035</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	43
<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	17
Bavaria	53
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	2
<b>Total Foreign</b>	<b>18</b>
of which EU	68
Rest of Europe	20
Middle East	4
Other	8
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	22
Switzerland	8
Italy	7
Slovenia	4
Czech Republic	4
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	13
Other salaried staff/public service	15
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Master craftsman, foreman	4
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	42
2005	30
2003	22
Earlier events	15
First visit	38

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Construction industry	43
Other skilled trades	4
Architect, architect's office	12
Civil engineer/planning offices	6
Building materials trade	6
Other trade	3
Building materials manufacturer	5
Other manufacturers	4
Building owner	1
Housing business, property management	1
Service	5
Authority/public services	2
Planning, project management	4
Student	1
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	33
Collectively	30
In an advisory capacity	21
No	11
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research/development/design	7
Planning/work preparation	25
Manufacture/production	14
Production, quality control	5
Buying/procurement	11
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	3
Maintenance/repairs	5
Other area	7
Student	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 9	38
10- 49	23
50-249	16
250-499	7
500- 999	9
1 000 and more	3
Student	4
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	72
two	21
three	5
four	2
five	1
six	-
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	13
2nd day	23
3rd day	28
4th day	32
5th day	29
6th day	14

Conducted by: TNS Infratest, München

### Basic data trade visitors

<b>Total number of visitors</b>	<b>58 500</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	13
over 300 km	71
<b>Total Germany</b>	<b>42</b>
Baden-Württemberg	14
Bavaria	54
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	4
Mecklenburg-West Pomerania	2
Lower Saxony	4
<b>Total Foreign</b>	<b>58</b>
of which EU	50
Rest of Europe	14
Africa	5
North America	5
South and Central America	7
Middle East	4
South-, East-, Central Asia	13
Australia	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	9
Austria	5
USA	4
Switzerland	4
Great Britain	4
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	13
Department head, group head	13
Project manager with managerial responsibility	10
Other salaried staff/public service	7
Foreman, master craftsman	5
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	31
2001	21
Earlier events	13
First visit	60

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Carbonated soft drinks	25
Non carbonated soft drinks	18
Fruit juice	18
Beer, brewing	36
Milk, drinkable dairy product	12
Wine, sparkling wine, spirituous beverages	10
Liquid food	8
Beverage wholesale and retail	4
Services, advertising	7
Universities, technical schools, public authorities	2
Other	20
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	23
Collectively	31
In an advisory capacity	25
No	15
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	27
Research/development/design	18
Planning/work preparation	6
Manufacture/production	19
Production, quality control	8
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	6
Student	5
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 9	14
10- 49	19
50- 99	22
100-499	9
500- 999	6
1 000 and more	24
Student	5
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	39
two	29
three	17
four	7
five	5
six	3
2. Average length of stay	2,2 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	27
2nd day	43
3rd day	28
4th day	50
5th day	34
6th day	17

Conducted by: TNS Infratest, München

## 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		61
more than 50 km up to 100 km		23
more than 100 km up to 300 km		13
over 300 km		3
Total Germany		99
Baden-		
Württemberg	1	North Rhine-
Bavaria	97	Westphalia
Berlin	-	Rhineland-
Brandenburg	-	Palatinate
Bremen	-	Saarland
Hamburg	-	Saxony
Hesse	1	Saxony-Anhalt
Mecklenburg-		
West Pomerania	1	Schleswig-
Lower Saxony	-	Holstein
	-	Thuringia
	-	
Total Foreign		1
of which EU		100
The country with the highest visitor share		%
Austria		80
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		12
Other salaried staff/public service		34
Skilled worker		6
Lecturer, teacher, scientific assistant		3
Trainee		2
Other position		3
Student		9
Housewife/man		3
Old-age pensioner		15
Other not gainfully employed		1
Frequency of visits to trade fair		%
2008		41
2007		41
2006		37
Earlier events		37
First visit		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 Pomerania	- Thuringia	-
Lower Saxony	-	-
Total Foreign		2
of which	EU	81
	Other	19
The country with the highest visitor share		%
Austria		56
Position in the company/organization		
Entrepreneur, partner, self-employed		11
Managing director, board member, head of an authority etc.		1
Senior department head, other employee with managerial responsibility		3
Department head, group head		11
Other salaried staff/public service		32
Skilled worker		6
Lecturer, teacher, scientific assistant		3
Trainee		2
Other position		3
Student		10
Housewife/man		3
Old-age pensioner		14
Other not gainfully employed		1
Frequency of visits to trade fair		%
2008		41
2007		40
2006		37
Earlier events		36
First visit		26

## Additional data private visitors

<b>Sex</b>	%
Male	57
Female	43
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	15
over 30 up to 40 years	18
over 40 up to 50 years	26
over 50 up to 60 years	18
over 60 up to 70 years	12
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	13
N/A	15
<b>Size of household</b>	%
1 person	19
2 persons	42
3 persons	16
4 persons	16
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	35
no	32
maybe	33
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	16
maybe	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		5
more than 100 km up to 300 km		19
over 300 km		63
Total Germany		45
Baden-	North Rhine-	
Württemberg	Westphalia	11
Bavaria	Rhineland-	
Berlin	Palatinate	3
Brandenburg	Saarland	1
Bremen	Saxony	-
Hamburg	Saxony-Anhalt	-
Hesse	Schleswig-	
Mecklenburg-	Holstein	2
West Pomerania	Thuringia	-
Lower Saxony		
Total Foreign		55
of which	EU	87
	Rest of Europe	9
	Other	4
The four countries with the highest visitor shares		%
Austria		15
Switzerland		12
Italy		10
Great Britain		7
Position in the company/organisation		%
Pro		14
Pro shop owner		11
Pro shop operator		3
Other self-employed entrepreneur, partner, freelance profession		29
Management director, board of director, president, golf course manager		19
Head of department, team supervisor etc.		7
Other employee, professional assistant		6
Pro-apprentice, trainee		1
Other position		1
Student		1
Other not gainfully employed		1
Frequency of visits to trade fair		%
2007		53
2006		45
2005		37
2004		30
Earlier events		24
First visit		32

## Additional data trade visitors

<b>Economic sector</b>	%
Pro-shop	20
Producer, supplier	16
Golf Professional	1
Golf course operator with commercial resale	10
Commercial agent	8
Other sport retailers	6
Department store	3
TV and internet-shopping	3
Mail order	2
Buying groups and associations	2
Fashion speciality shop	2
Consulting	2
Advertising, marketing	2
Golf tourism, hotel	2
Golf course equipment sales	1
Other	5
Student	1
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	51
Collectively	22
In an advisory capacity	16
No	9
Student	1
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	42
Research/development/design	6
Planning/work preparation	6
Manufacture/production	5
Production, quality control	3
Buying/procurement	24
Finance/accounting, controlling	8
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	3
Maintenance/repairs	2
Sales	31
Golf pros	5
Student	1
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	47
5- 9	16
10- 49	20
50- 99	5
100-199	3
200- 499	2
500 and more	4
Student	1
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	26
three	13
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	52
2nd day	65
3rd day	36
Conducted by: PhoneResearch KG, Hamburg	

## HEIM + HANDWERK → München

### Basic data private visitors

<b>Total number of visitors</b>	<b>116 489</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	74
more than 50 km up to 100 km	17
more than 100 km up to 300 km	8
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	99 Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Schleswig- Holstein
Hesse	- Thuringia
Mecklenburg- West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	29
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	3
Foreman, master craftsman	3
Student	3
Housewife/man	9
Old-age pensioner	23
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	45
2007	43
2006	38
2005	33
Earlier events	39
First visit	20

### Basic data all visitors

<b>Proportion of trade visitors</b>	<b>10%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	17
more than 100 km up to 300 km	8
over 300 km	2
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	1 North Rhine- Westphalia
Bavaria	99 Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Schleswig- Holstein
Hesse	- Thuringia
Mecklenburg- West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which EU	52
Other	48
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	3
Foreman, master craftsman	4
Student	3
Housewife/man	8
Old-age pensioner	21
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	48
2007	43
2006	39
2005	34
Earlier events	37
First visit	20

### Additional data private visitors

<b>Sex</b>	%
Male	42
Female	58
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	10
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	24
over 60 up to 70 years	21
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	11
N/A	23
<b>Size of household</b>	%
1 person	17
2 persons	46
3 persons	15
4 persons	15
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	67
yes	8
no	25
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	36
yes	15
no	50
maybe	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## inhorgenta europe → München

### Basic data trade visitors

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

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade with watches, jewellery, jewels, precious metals	43
Other retail	5
Department store	1
Wholesale/foreign trade in watches, jewellery, jewels, precious metals	5
Other wholesale trade	1
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	16
Watchmaker without retail outlet	1
Producer	5
Supplying company belonging to the sector	1
Polytechnics	2
Designer	5
Gallery	1
Other	5
Student	5
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	54
Collectively	19
In an advisory capacity	13
No	8
Student	5
<b>Area of responsibility</b>	%
Management	45
Research/development/design	3
Planning/work preparation	6
Manufacture/production	25
Production, quality control	5
Buying/procurement	27
Finance/accounting, controlling	9
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	6
Maintenance/repairs	6
Other area	8
Product development/design	17
Sales	34
Student	5
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	60
5- 9	13
10- 49	10
50- 99	3
100-199	2
200- 499	999
500- 999	999
1 000- 9 999	1
10 000 and more	1
Student	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	51
two	35
three	9
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	53
3rd day	53
4th day	23
Conducted by: TNS Infratest, München	

# INTERNATIONALE HANDWERKSMESS (2008) → München

## Basic data trade visitors

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

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>54%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	66
more than 50 km up to 100 km	21
more than 100 km up to 300 km	11
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	98
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>1</b>
of which EU	60
Other	40
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Foreman, master craftsman	1
Student	2
Housewife/man	6
Old-age pensioner	34
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	39
2006	34
2005	30
Earlier events	39
First visit	22

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	52
more than 50 km up to 100 km	23
more than 100 km up to 300 km	19
over 300 km	6
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	3
Bavaria	94
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
of which EU	70
Rest of Europe	22
Other	8
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	34
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	21
Foreman, master craftsman	6
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	1
Student	3
Housewife/man	3
Old-age pensioner	19
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	51
2006	48
2005	45
Earlier events	48
First visit	20

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Skilled trades	60
Industry	9
Service sector	12
Retail and wholesale trade	1
Public authority	1
Polytechnics	1
Other	3
Student	4
Other not gainfully employed	8
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	43
Collectively	18
In an advisory capacity	13
No	13
Student	4
Other not gainfully employed	8
<b>Area of responsibility</b>	<b>%</b>
Management	18
Research/development/design	5
Planning/work preparation	10
Manufacture/production	20
Production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	11
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	7
Maintenance/repairs	18
Layout and design	10
Student	4
Other area	16
Other not gainfully employed	8
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	35
5- 9	10
10- 49	18
50- 99	5
100- 199	6
200- 499	4
500 - 999	2
1 000 - 9 999	4
10 000 and more	3
Student	4
Other not gainfully employed	8
N/A	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	95
two	4
three	1
four	-
five	-
six	-
seven	-
1,1 days	
3. Share of visitors on the event's days:	
1st day	11
2nd day	16
3rd day	19
4th day	29
5th day	19
6th day	8
7th day	5

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	50
Female	50
<b>Age</b>	<b>%</b>
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	15
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	28
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	8
N/A	18
<b>Size of household</b>	<b>%</b>
1 person	16
2 persons	48
3 persons	15
4 persons	13
5 persons and more	7
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	50
no	15
maybe	35
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	19
no	21
maybe	60

Conducted by: TNS Infratest, München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>25 365</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	9
more than 50 km up to 100 km	2
more than 100 km up to 300 km	13
over 300 km	75

<b>Total Germany</b>	<b>49</b>
Baden-Württemberg	18
Bavaria	31
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	10

<b>Total Foreign</b>	<b>51</b>
of which EU	59
Rest of Europe	14
South-, East-, Central Asia	12
Other	15

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Switzerland	13
Austria	11
Great Britain	9
France	8
USA	6

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	12
Project manager with managerial responsibility	10
Other salaried staff/public service	6
Skilled worker	5
Lecturer, teacher, scientific assistant	21
Trainee	1
Other position	4
Student	19
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	41
2005	17
2003	11
Earlier events	15
First visit	49

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Trade	2
Skilled trades	2
Service	5
Non-university research institute	9
University/college/polytechnic	18
Public authority/administration	1
Other	1
Student	19
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	18
Collectively	34
In an advisory capacity	23
No	5
Student	19
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Business, company, factory management, commercial	8
Business, company, factory management, technical	10
Basic research	16
Application-related R & D	29
Management F+E	10
Design	8
Design/construction	12
Planning/work preparation	3
Manufacture/production	8
Production, quality control	4
Buying/procurement	2
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Marketing/sales/advertising/PR	12
Training/further training, study	7
Maintenance/repairs	1
Other area	3
Student	19
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	4
10- 49	20
50- 99	8
100- 199	9
200-499	9
500 - 999	6
1 000 - 9 999	12
10 000 and more	5
Student	19
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	47
two	25
three	12
four	16
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	56
3rd day	48
4th day	39

Conducted by: TNS Infratest, München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>28 579</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	24
over 300 km	58

<b>Total Germany</b>	<b>60</b>
Baden-Württemberg	22
Bavaria	49
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	1

<b>Total Foreign</b>	<b>40</b>
of which EU	69
Rest of Europe	15
Other	16

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	12
Austria	10
Switzerland	8
Czech Republic	5
Slovenia	4

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Company management, executive director, executive board member, head of authorities	8
Head of central department, division manager, authorised signatory	10
Head of department, team/group supervisor etc.	26
Other salaried staff/public service	17
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	2
Student	8

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	41
2005	29
Earlier events	23
First visit	47

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Manufacture of industrial electronics	12
Manufacture of motor vehicle electronics	8
Manufacture of communication electronics	4
Manufacture of home entertainment electronics	3
Production of medical electronics	3
Production of military electronics	2
Semiconductor production	2
Printed circuit board production	7
Electrical engineering	11
Mechanical and apparatus engineering	5
Measuring, control, automation technology	5
Aerospace industry, vehicle building	6
Chemical industry	2
Other processing industry	8
Trade, craft/skilled trades, service	6
Non-university research institute	2
University, college etc.	2
Other	3
Student	8

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	20
Collectively	38
In an advisory capacity	25
No	8
Student	8

<b>Area of responsibility</b>	<b>%</b>
Management	20
Production planning, logistics	15
Work scheduling, production	32
System development/integration	6
Electronic development, design	11
Design/construction	8
Quality assurance/control/test	10
Marketing/sales/advertising/PR	11
Buying/procurement, consulting	13
Finance/accounting, controlling	1
Research, development	17
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	2
Maintenance/repairs	7
Other area	4
Student	8

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	5
10- 49	16
50- 99	11
100-199	9
200- 499	12
500 - 999	8
1 000 - 9 999	16
10 000 and more	9
Student	8

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	64
two	23
three	8
four	6
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	33
2nd day	48
3rd day	50
4th day	25

Conducted by: TNS Infratest, München



## TRANSPORT LOGISTIC (2007) → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>47 636</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	62

<b>Total Germany</b>	<b>70</b>
Baden-Württemberg	15
Bavaria	42
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	5
North Rhine-Westphalia	10
Rhineland-Palatinate	5
Saarland	1
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>30</b>
of which EU	78
Rest of Europe	15
Middle East	2
Other	5

<b>The three countries with the highest visitor shares</b>	%
Austria	16
Switzerland	7
Italy	7

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	26
Department head, group head	11
Other salaried staff, public service	19
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	2
Student	6

<b>Frequency of visits to trade fair</b>	%
2005	32
2003	23
2001	14
Earlier events	6
First visit	57

## Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	32
In an advisory capacity	18
No	17
Student	6

<b>Area of responsibility</b>	%
Management	24
Research, development, design	5
Planning, work preparation	7
Manufacture, production	4
Production, quality control	2
Buying, procurement	10
Finance, accounting, controlling	4
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	31
Maintenance, repairs	2
Other area	11
Student	6

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	5
5- 9	4
10- 49	21
50- 99	12
100-199	11
200- 499	10
500- 999	8
1 000- 9 999	10
10 000 and more	11
Student	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	24
three	7
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	29
2nd day	48
3rd day	50
4th day	24

Conducted by: TNS Infratest, München

## Altenpflege+ProPflege → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>34 687</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	15
more than 100 km up to 300 km	48
over 300 km	21

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	17
Bavaria	58
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	2
North Rhine-Westphalia	3
Rhineland-Palatinate	3
Saarland	1
Saxony	5
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	4

<b>Total Foreign</b>	<b>2</b>
of which EU	92
Other	8

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, home director etc.	8
Chief administrator	1
Kitchen manager	2
Head of nursing service	10
Ward sister	7
Other salaried staff, civil servant with managerial responsibility	6
Geriatric nurse, nurse/male nurse	19
Assistant geriatric nurse, nurse	5
Skilled domestic worker	3
Other salaried staff/public service	3
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	3
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
Hanover 2008	9
Nürnberg 2007	36
Hanover 2006	6
Nürnberg 2005	25
Hanover 2004	6
Earlier events	16
First visit	42

## Additional data trade visitors

<b>Economic sector</b>	%
Old people's and nursing home	54
Outpatient care, social care facilities	11
Hospital/clinic	5
assisted living	2
Therapeutic facility	2
Day care/short-term nursing facilities	1
Medical supplies retailer	2
Sponsor	2
Other	11
Student	11
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	14
Collectively	29
In an advisory capacity	25
No	21
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	17
Research/development/design	2
Planning/work preparation	7
Manufacture/production	1
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	3
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	8
Nursing service	52
Kitchen/household	7
Student	11
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	4
5- 9	5
10- 49	26
50- 99	25
100-199	13
200-499	7
500- 999	4
1 000- 9 999	3
10 000 and more	1
Student	11
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	88
two	9
three	3
1,1 days	
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	46
3rd day	34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## BioFach

## Basic data trade visitors

<b>Total number of visitors</b>	<b>*)</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	33
over 300 km	48

<b>Total Germany</b>	<b>67</b>
Baden-Württemberg	15
Bavaria	52
Berlin	2
Brandenburg	2
Bremen	-
Hamburg	3
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	3
North Rhine-Westphalia	6
Rhineland-Palatinate	3
Saarland	-
Saxony	3
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>33</b>
of which EU	68
Rest of Europe	15
North America	3
South-, East-, Central Asia	6
Other	8

<b>The five countries with the highest visitor shares</b>	%
France	11
Austria	9
Denmark	9
Netherlands	8
Switzerland	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	16
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	6
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	37
2007	32
2006	27
Earlier events	24
First visit	41

\*) individual number of visitors not available, combined with Vivaness (46 771 visitors in total)

## → Nürnberg

### Additional data trade visitors

<b>Economic sector</b>	%
Agriculture	19
Skilled trades	2
Manufacturer of foodstuff	13
Manufacturer of beverages	1
Manufacturer of cosmetics	1
Manufacturer of nature products	2
Wholesale, import, export	20
Retail trade	13
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

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

<b>Area of responsibility</b>	%
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	11
Student	6
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	32
5- 9	14
10- 49	22
50- 99	7
100- 199	6
200- 499	5
500- 999	3
1 000- 9 999	3
10 000 and more	1
Student	6
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	56
two	25
three	13
four	6
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	49
3rd day	44
4th day	35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## e\_procure & supply → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	1 341
<b>Proportion of trade visitors</b>	99%
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	5
more than 100 km up to 300 km	41
over 300 km	37

<b>Total Germany</b>	94
Baden-	North Rhine-
Württemberg	16 Westphalia
Bavaria	40 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	2 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pommern	1 Thuringia
Lower Saxony	2

<b>Total Foreign</b>	6
of which EU	67
Other	33

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	8
Department head, group head	36
Other salaried staff/public service	31
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	-
Other position	1
Student	14

<b>Frequency of visits to trade fair</b>	%
2008	25
2007	22
2006	17
2005	12
Earlier events	7
First visit	52

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	48
Trade	13
Service	17
Public administration	3
Other	5
Student	14

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	40
In an advisory capacity	18
No	5
Student	14

<b>Area of responsibility</b>	%
Management	7
Research/development/design	-
Planning/work preparation	2
Manufacture/production	1
Production, quality control	1
Buying/procurement	57
Finance/accounting, controlling	4
Information, communication technology (EDP)	16
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	10
Maintenance/repairs	1
Other area	2
Student	14

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	3
5- 9	2
10- 49	6
50- 99	5
100- 199	6
200- 499	11
500- 999	12
1 000- 9 999	23
10 000 and more	19
Student	14

<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	15
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	57
2nd day	58

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ELTEC → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	11 776
<b>Proportion of trade visitors</b>	98%
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	23
more than 100 km up to 300 km	45
over 300 km	5

<b>Total Germany</b>	99
Baden-	North Rhine-
Württemberg	5 Westphalia
Bavaria	90 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	1
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	14
Skilled worker	21
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
Nürnberg 2007	43
Nürnberg 2005	35
Nürnberg 2003	27
Munich 2001	22
Earlier events	24
First visit	30

### Additional data trade visitors

<b>Economic sector</b>	%
Electrical skilled trade	54
Heating, hot water preparation, air-conditioning, ventilation	1
other skilled trades	1
Electrical engineering/electronics industry	11
Other industry	3
Electrical wholesale trade	4
Electrical retail trade	1
Other wholesale and retail trade	1
Power supply company	7
Engineering, planning office, architects	3
Service companies (total)	4
Specialist authority, administration	2
Training institution	2
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	30
In an advisory capacity	20
No	15
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	4
Planning/work preparation	25
Manufacture/production	20
Production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	4
Information, communication technology (EDP)	7
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	4
Maintenance/repairs	24
Other area	6
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	30
5- 9	14
10- 49	15
50- 99	5
100- 199	7
200- 499	7
500- 999	5
1 000- 9 999	9
10 000 and more	4
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
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

<b>Total number of visitors</b>	<b>15 856</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	45
over 300 km	35

<b>Total Germany</b>		<b>77</b>
Baden-		
Württemberg	25	North Rhine-
Bavaria	46	Westphalia
Berlin	2	5
Brandenburg		Rhineland-
Bremen	-	Palatinate
Hamburg	-	3
Hesse	-	Saarland
Mecklenburg-	-	Saxony
West Pomerania	1	3
Lower Saxony	7	1
		Saxony-Anhalt
		Schleswig-
		Holstein
		2
		- Thuringia
		4
	2	

<b>Total Foreign</b>	<b>23</b>
of which EU	70
Rest of Europe	22
Other	9

<b>The five countries with the highest visitor shares</b>	%
Austria	16
Switzerland	12
Czech Republic	9
Poland	7
Hungary	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	17
Other salaried staff/public service	34
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	2
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	38
2007	29
2006	25
2005	20
Earlier events	15
First visit	41

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	61
Wholesale trade	3
Retail trade	1
Import/export	1
Service	11
Public administration	1
Teaching, research	8
Other	4
Student	11
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	33
In an advisory capacity	23
No	11
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	11
Research/development/design	64
Planning/work preparation	4
Manufacture/production	5
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	7
Administration/organization/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	1
Maintenance/repairs	3
Other area	2
Student	11
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	12
5- 9	5
10- 49	14
50- 99	9
100-199	8
200-499	8
500- 999	8
1 000- 9 999	14
10 000 and more	11
Student	11
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	15
three	5
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	48
3rd day	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## European Coatings SHOW → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>19 756</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	3
more than 50 km up to 100 km	5
more than 100 km up to 300 km	27
over 300 km	65

<b>Total Germany</b>		<b>53</b>	
Baden-		North Rhine-	
Württemberg	26	Westphalia	14
Bavaria	27	Rhineland-	
Berlin	1	Palatinate	9
Brandenburg	-	Saarland	-
Bremen	-	Saxony	2
Hamburg	2	Saxony-Anhalt	2
Hesse	9	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania	1	Thuringia	1
Lower Saxony	6		

<b>Total Foreign</b>	<b>47</b>
of which EU	60
Rest of Europe	13
Africa	5
South and Central America	5
Middle East	5
South-, East-, Central Asia	10
Other	3

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	9
Department head, group head	30
Other salaried staff/public service	18
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	48
2005	38
2003	26
2001	21
Earlier events	14
First visit	39

### Additional data trade visitors

<b>Economic sector</b>	%
Industrial producer	69
Wholesale, import, export	12
Commercial agent	4
Service	5
Organisation/association/society	1
Public authority/administration	1
Other	3
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	34
In an advisory capacity	21
No	9
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	23
Research/development/design	43
Planning/work preparation	4
Manufacture/production	13
Production, quality control	9
Buying/procurement	12
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	19
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2
Other area	3
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	5
10- 49	23
50- 99	11
100-199	10
200-499	12
500- 999	6
1 000- 9 999	11
10 000 and more	9
Student	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	28
three	18
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	56
2nd day	63
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FachPack + PrintPack +

### Basic data trade visitors

<b>Total number of visitors</b>	<b>33 846</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	42
over 300 km	40

<b>Total Germany</b>		<b>85</b>	
Baden-		North Rhine-	
Württemberg	20	Westphalia	12
Bavaria	37	Rhineland-	
Berlin		Palatinate	4
Brandenburg	1	Saarland	1
Bremen		Saxony	5
Hamburg	1	Saxony-Anhalt	1
Hesse	8	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania		Thuringia	4
Lower Saxony	4		

<b>Total Foreign</b>	<b>15</b>
of which EU	71
Rest of Europe	23
Other	6

<b>The three countries with the highest visitor shares</b>	%
Austria	25
Switzerland	17
Netherlands	9

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	7
Department head, group head	24
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	2
Foreman, master craftsman	3
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	35
2006	24
2004	18
2003	13
Earlier events	10
First visit	49

## LogIntern → Nürnberg

### Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	38
In an advisory capacity	20
No	12
Student	4
Other not gainfully employed	1

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

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	6
10- 49	14
50- 99	10
100- 199	16
200- 499	15
500 - 999	9
1 000 - 9 999	10
10 000 and more	8
Student	4
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	15
three	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	41
3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HOGA (2007) → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	33 741
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<b>Proportion of trade visitors</b>	93%
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<b>Region of residence</b>	%
up to 50 km	43
more than 50 km up to 100 km	24
more than 100 km up to 300 km	27
over 300 km	6

<b>Total Germany</b>	99
Baden-	North Rhine-
Württemberg	3 Westphalia
Bavaria	88 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	2 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	1
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried staff, public service	9
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	1
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2005	45
2003	38
2001	31
Earlier events	25
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	%
Public house, tavern	27
Hotel	25
Restaurant	22
Canteen, large-scale kitchen	9
Cafe	7
Boarding house	5
Food trade	6
Other	6
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	22
In an advisory capacity	9
No	18
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	41
Research, development, design	-
Planning, work preparation	5
Manufacture, production	13
Production, quality control	1
Buying, procurement	3
Finance, accounting, controlling	-
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	3
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	23
Student	4
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	23
5- 9	20
10- 49	30
50- 99	9
100- 199	5
200- 499	2
500 - 999	1
1 000 - 9 999	2
10 000 and more	1
Student	4
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	8
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	31
3rd day	34
4th day	22

Conducted by: Messe- und Congressberatung, Hamburg

## mailingtage → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	8 150
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<b>Proportion of trade visitors</b>	99%
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<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	5
more than 100 km up to 300 km	45
over 300 km	33

<b>Total Germany</b>	91
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	47 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	4 Saxony-Anhalt
Hesse	8 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	4

<b>Total Foreign</b>	9
of which EU	76
Other	24

<b>The country with the highest visitor share</b>	%
Austria	30

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	24
Other salaried staff/public service	33
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	1
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	34
2007	26
2006	20
2005	13
Earlier events	8
First visit	50

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	16
Trade	15
Media, press, publishing	20
Service	36
Public administration	3
Teaching, research	1
Other	8
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	38
In an advisory capacity	23
No	9
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	26
Research/development/design	2
Planning/work preparation	7
Manufacture/production	5
Production, quality control	3
Buying/procurement	10
Finance/accounting, controlling	3
Information, communication technology (EDP)	6
Administration/organization/personnel/	4
social welfare/training	61
Marketing/sales/advertising/PR	1
Storage/material management/logistics/	-
transport	4
Maintenance/repairs	1
Other area	4
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	12
5- 9	10
10- 49	24
50- 99	8
100- 199	10
200- 499	9
500 - 999	8
1 000 - 9 999	13
10 000 and more	5
Student	1
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	21
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	60
2nd day	61

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SENSOR+TEST → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>7 016</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	40
over 300 km	44

<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	19
Bavaria	41
Berlin	2
Brandenburg	2
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-	-
West Pomerania	-
Lower Saxony	3
North Rhine-	
Westphalia	7
Rhineland-	
Palatinate	3
Saarland	-
Saxony	7
Saxony-Anhalt	1
Schleswig-	
Holstein	-
Thuringia	4

<b>Total Foreign</b>	<b>21</b>
of which EU	68
Rest of Europe	13
South-, East-, Central Asia	13
Other	7

<b>The three countries with the highest visitor shares</b>	%
Italy	20
Switzerland	10
Czech Republic	9

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	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
Lecturer, teacher, scientific assistant	10
Trainee	-
Other position	2
Student	20
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	27
2007	24
2006	18
2005	13
Earlier events	13
First visit	51

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	50
Wholesale trade	2
Retail trade	1
Service	9
Teaching, research	15
Other	2
Student	20
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	35
In an advisory capacity	17
No	5
Student	20
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	46
Planning/work preparation	3
Manufacture/production	7
Production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	2
Student	20
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	6
5- 9	5
10- 49	16
50- 99	8
100-199	8
200-499	9
500- 999	7
1 000- 9 999	11
10 000 and more	8
Student	20
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	14
three	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	48
3rd day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Spielwarenmesse → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>75 409</b>
<b>Proportion of trade visitors</b>	<b>81%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	6
more than 100 km up to 300 km	27
over 300 km	52

<b>Total Germany</b>	<b>64</b>
Baden-Württemberg	15
Bavaria	51
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-	-
West Pomerania	1
Lower Saxony	2
North Rhine-	
Westphalia	9
Rhineland-	
Palatinate	3
Saarland	1
Saxony	4
Saxony-Anhalt	2
Schleswig-	
Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>36</b>
of which EU	68
Rest of Europe	11
North America	5
Middle East	3
South-, East-, Central Asia	8
Other	5

<b>The five countries with the highest visitor shares</b>	%
Great Britain	7
Netherlands	7
Belgium	7
Austria	6
Italy	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	13
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	42
2007	37
2006	33
2005	28
Earlier events	26
First visit	32

## Additional data trade visitors

<b>Economic sector</b>	%
Wholesale/foreign trade	16
Retail trade/specialist retail trade	41
Department stores, mail order	3
Skilled trades	5
Services, professions, institutions	10
Media (radio, television, publishers)	3
Industry	7
Authority/public services	3
Chain stores, specialist stores	1
Discounter	1
Other	4
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	46
Collectively	25
In an advisory capacity	13
No	9
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	44
Research/development/design	6
Planning/work preparation	8
Manufacture/production	6
Production, quality control	3
Buying/procurement	32
Finance/accounting, controlling	8
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	30
Storage/material management/logistics/transport	7
Maintenance/repairs	4
Sales	30
Other area	6
Student	4
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	43
5- 9	14
10- 49	15
50- 99	4
100-199	4
200-499	3
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	4
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	21
three	13
four	8
five	3
six	3
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	30
2nd day	36
3rd day	41
4th day	36
5th day	33
6th day	20

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Stone+tec

## Basic data trade visitors

<b>Total number of visitors</b>	<b>34 458</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	32
over 300 km	53

<b>Total Germany</b>	<b>75</b>
Baden-Württemberg	14
Bavaria	36
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-	-
West Pomerania	-
Lower Saxony	7
North Rhine-	
Westphalia	13
Rhineland-	
Palatinate	6
Saarland	1
Saxony	4
Saxony-Anhalt	3
Schleswig-	
Holstein	-
Thuringia	3

<b>Total Foreign</b>	<b>25</b>
of which EU	68
Rest of Europe	13
South-, East-, Central Asia	13
Other	7

<b>The five countries with the highest visitor shares</b>	%
Italy	9
Austria	7
Netherlands	7
Switzerland	6
Poland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	6
Other salaried staff/public service	8
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	2
Foreman, master craftsman	6
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	49
2005	45
2003	40
2001	34
Earlier events	27
First visit	26

## Additional data trade visitors

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

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	45
Collectively	24
In an advisory capacity	15
No	10
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
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)	9
Administration/organization/personnel/	7
social welfare/training	14
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	8
Maintenance/repairs	6
Other area	4
Student	4
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	39
5- 9	17
10- 49	22
50- 99	4
100- 199	4
200- 499	3
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	4
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	24
three	7
four	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	30
2nd day	43
3rd day	43
4th day	32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	91%
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	8
more than 100 km up to 300 km	37
over 300 km	42

<b>Total Germany</b>	<b>80</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	44 Rhineland-
Berlin	2 Palatinate
Brandenburg	2 Saarland
Bremen	- Saxony
Hamburg	4 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	3

<b>Total Foreign</b>	<b>20</b>
of which EU	56
Rest of Europe	28
Other	26

<b>Position in the company/organisation</b>	%
Other self-employed entrepreneur, partner, freelance profession	39
Executive director, executive board member, head of authorities or similar	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff, public service	17
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Students, apprentices	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	36
2007	36
First visit	51

\*) individual number of visitors not available, combined with BioFach (46 771 visitors in total)

## Additional data trade visitors

<b>Economic sector</b>	%
Agriculture	11
Skilled Trades	3
Manufacturer of foodstuff	5
Manufacturer of beverage	1
Manufacturer of cosmetics	8
Manufacturer of drugstore products	1
Manufacturer of nature products	2
Wholesale, import, export	8
Retail trade	34
Large caterer, catering industry	1
Service provider, institution	4
Non-medical practitioner, doctor, homeopath	1
Cosmetic institute, cosmetician	4
Hotel, wellness center/spa	1
Other	10
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	25
In an advisory capacity	20
No	11
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	42
Research, development, design	5
Planning, work preparation	5
Manufacture, production	5
Production, quality control	2
Buying, procurement	22
Finance, accounting, controlling	6
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	4
Marketing, sales, advertising, PR	19
Storage, material management, logistics, transport	5
Maintenance, repairs	5
Other area	2
Student	13
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	36
5- 9	14
10- 49	22
50- 99	7
100- 199	5
200- 499	4
500- 999	4
1 000- 9 999	2
10 000 and more	2
Student	5
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	26
three	8
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	44
3rd day	43
4th day	26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	<b>69 712</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	87
more than 50 km up to 100 km	10
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	<b>90</b>
Baden-	North Rhine-
Württemberg	99 Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>10</b>
of which EU	97
Other	3

<b>The country with the highest visitor share</b>	%
France	95

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	24
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	6
Student	8
Housewife/man	8
Old-age pensioner	16
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	55
2007	54
2006	47
2005	41
Earlier events	48
First visit	10

## Additional data private visitors

<b>Sex</b>	%
Male	44
Female	56

<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	12
over 30 up to 40 years	13
over 40 up to 50 years	26
over 50 up to 60 years	21
over 60 up to 70 years	12
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	14
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	5
N/A	28

<b>Size of household</b>	%
1 person	10
2 persons	38
3 persons	20
4 persons	22
5 persons and more	10

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	5
maybe	20

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	21
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## BADISCHE WEINMESSE (2008) → Offenburg

## Basic data trade visitors

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

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	73
more than 50 km up to 100 km	10
more than 100 km up to 300 km	15
over 300 km	3
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	94
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine- Westphalia	1
Rhineland- Palatinate	1
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried staff/public service	40
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	4
Housewife/man	5
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	40
2006	38
2005	29
2004	23
Earlier events	13
First visit	36

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	70
more than 50 km up to 100 km	11
more than 100 km up to 300 km	14
over 300 km	5
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	92
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- Holstein	1
West Pomerania	-
Lower Saxony	-
North Rhine- Westphalia	1
Rhineland- Palatinate	3
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	33
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	4
Housewife/man	4
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	39
2006	42
2005	31
2004	24
Earlier events	15
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Wine-growing	22
Distillery business	1
Catering/hotels	12
Wine dealers	4
Wholesale trade	8
Retail trade	7
Other	35
Student	2
Other not gainfully employed	10
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	35
In an advisory capacity	16
No	12
Student	2
Other not gainfully employed	10
<b>Area of responsibility</b>	<b>%</b>
Management	27
Research/development/design	2
Planning/work preparation	6
Manufacture/production	11
Production, quality control	4
Buying/procurement	12
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	2
Maintenance/repairs	2
Other area	16
Student	2
Other not gainfully employed	10
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	25
5- 9	14
10- 49	19
50- 99	5
100- 199	6
200- 499	4
500 - 999	4
1 000 - 9 999	6
10 000 and more	6
Student	2
Other not gainfully employed	10
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	89
two	11
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	51
2nd day	59

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	58
Female	42
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	20
over 30 up to 40 years	19
over 40 up to 50 years	27
over 50 up to 60 years	22
over 60 up to 70 years	7
over 70 years	1
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	7
N/A	19
<b>Size of household</b>	<b>%</b>
1 person	15
2 persons	41
3 persons	14
4 persons	22
5 persons and more	8
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	45
no	19
maybe	36
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	53
no	9
maybe	38
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

## ANIMAL (2007) → Stuttgart

### Basic data private visitors

<b>Total number of visitors</b>	<b>39 624</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	69
more than 50 km up to 100 km	18
more than 100 km up to 300 km	10
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	94 Westphalia
Bavaria	3 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	2 Schleswig-
Mecklenburg-	- Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff, public service	30
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	6
Student	11
Housewife/man	9
Old-age pensioner	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	27
2005	21
Earlier events	14
First visit	37

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	32
Female	68
<b>Age</b>	<b>%</b>
up to 20 years	13
over 20 up to 30 years	24
over 30 up to 40 years	24
over 40 up to 50 years	25
over 50 up to 60 years	10
over 60 up to 70 years	3
over 70 years	-
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	13
N/A	29
<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	34
3 persons	24
4 persons	21
5 persons and more	10
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	-
yes	57
no	27
maybe	16
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	-
yes	26
no	55
maybe	19

Conducted by: Profi Tess/Landesmesse Stuttgart

## CEP CLEAN ENERGY POWER® → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>9 300</b>
<b>Proportion of trade visitors</b>	<b>73%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	49
more than 50 km up to 100 km	17
more than 100 km up to 300 km	20
over 300 km	14
<b>Total Germany</b>	<b>92</b>
Baden-	North Rhine-
Württemberg	83 Westphalia
Bavaria	7 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	2 Schleswig-
Mecklenburg-	- Holstein
West Pomerania	- Thuringia
Lower Saxony	1
<b>Total Foreign</b>	<b>8</b>
of which EU	70
Other	30
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	15
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	10
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	19
(erneuerb. Energie/Passiv-Haus) 2007	11
(erneuerb. Energie/Passiv-Haus) 2006	5
Earlier events	14
First visit	65

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Public office, authority, ministry	6
Plant construction, industry, production	10
Architects', planners', engineers' office, energy consultant	27
Energy supplies	3
Financing, business promotion, insurance	2
Agriculture and forestry	3
Trade/sales	7
Skilled trades, installation, sanitary/heating/air-conditioning	19
Science, research, development	5
Other	6
Student	10
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	40
Collectively	25
In an advisory capacity	14
No	8
Student	10
Other not gainfully employed	3
<b>Area of responsibility</b>	<b>%</b>
Management	34
Research/development/design	11
Planning/work preparation	25
Manufacture/production	8
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	11
Student	10
Other not gainfully employed	3
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	39
5- 9	10
10- 49	15
50- 99	3
100- 199	5
200-499	3
500- 999	3
1 000- 9 999	6
10 000 and more	2
Student	10
other not gainfully employed	3
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	94
two	5
three	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	38
2nd day	40
3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

→ www.fkm.de



## 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		13
over 300 km		1
Total Germany		99
Baden-	North Rhine-	
Württemberg	92 Westphalia	-
Bavaria	5 Rhineland-	-
Berlin	- Palatinate	1
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	1 Schleswig-	-
Mecklenburg-	Holstein	-
West Pomerania	- 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.		2
Senior department head, other employee with managerial responsibility		1
Department head, group head		8
Other salaried staff/public service		28
Skilled worker		8
Lecturer, teacher, scientific assistant		3
Trainee		2
Other position		4
Student		4
Housewife/man		5
Old-age pensioner		23
Other not gainfully employed		2
Frequency of visits to trade fair		%
2008		50
2007		38
Earlier events		37
First visit		21

## Additional data private visitors

<b>Sex</b>	%
Male	57
Female	43
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	12
over 40 up to 50 years	25
over 50 up to 60 years	23
over 60 up to 70 years	19
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	12
N/A	33
<b>Size of household</b>	%
1 person	14
2 persons	49
3 persons	15
4 persons	16
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	29
no	30
maybe	41
<b>Follow-up business</b>	%
Intend to buy at later date	41
yes	12
no	57
maybe	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

## COMPOSITES EUROPE → Stuttgart

## Basic data trade visitors

Total number of visitors		6 451
Proportion of trade visitors		99%
Region of residence		%
up to 50 km		18
more than 50 km up to 100 km		6
more than 100 km up to 300 km		32
over 300 km		45
Total Germany		74
Baden-	North Rhine-	
Württemberg	39 Westphalia	12
Bavaria	18 Rhineland-	
Berlin	2 Palatinate	5
Brandenburg	1 Saarland	2
Bremen	1 Saxony	2
Hamburg	1 Saxony-Anhalt	1
Hesse	8 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	1 Thuringia	1
Lower Saxony	5	
Total Foreign		26
of which EU		70
Rest of Europe		21
Other		10
The three countries with the highest 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		23
Other salaried staff/public service		20
Skilled worker		4
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		67

## Additional data trade visitors

<b>Economic sector</b>	%
Manufacturers of composite finished products	19
Manufacturers of raw materials for composites	11
Manufacturers of composite semi-finished products	4
Manufacturers of composite intermediate products	3
Manufacturers of machines, equipment, systems	7
Users of composites	11
Trade	4
Skilled trades	2
Recycling industry	1
Research and development institute	5
Organisation/federation	1
Other services	7
University/college/polytechnic	3
Other	7
Student	15
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	30
In an advisory capacity	22
No	12
Student	15
<hr/>	
<b>Area of responsibility</b>	%
Management	17
Research/development/design	29
Planning/work preparation	3
Manufacture/production	8
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	19
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Other area	2
Student	15
<hr/>	
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	11
5- 9	4
10- 49	20
50- 99	7
100-199	10
200- 499	8
500- 999	4
1 000- 9 999	13
10 000 and more	8
Student	15

## eltefa

## Basic data trade visitors

<b>Total number of visitors</b>	<b>24 250</b>	
<b>Proportion of trade visitors</b>	<b>100%</b>	
<b>Region of residence</b>	<b>%</b>	
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	
<b>Total Germany</b>	<b>99</b>	
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 Pomerania	- Thuringia	-
Lower Saxony	-	-
<b>Total Foreign</b>	<b>1</b>	
<b>Position in the company/organization</b>	<b>%</b>	
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	13	
Other salaried staff/public service	27	
Skilled worker	14	
Lecturer, teacher, scientific assistant	2	
Trainee	14	
Other position	2	
Student	3	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2007	51	
2005	32	
Earlier events	25	
First visit	31	

### Additional data trade visitors

<b>Economic sector</b>	%
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

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

<b>Area of responsibility</b>	%
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
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	23
5- 9	15
10- 49	19
50- 99	7
100- 199	6
200- 499	7
500- 999	4
1 000- 9 999	8
10 000 and more	7
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	96
two	2
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	34
3rd day	35

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

### Basic data private visitors

<b>Total number of visitors</b>	<b>69 643</b>
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<b>Proportion of private visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	87
more than 50 km up to 100 km	10
more than 100 km up to 300 km	2
over 300 km	

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-	-
West Pomerania	-
Lower Saxony	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	28
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	4
Student	2
Housewife/man	11
Old-age pensioner	28
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	33
2006	20
Earlier events	20
First visit	10

### Additional data private visitors

<b>Sex</b>	%
Male	36
Female	64

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	7
over 30 up to 40 years	12
over 40 up to 50 years	24
over 50 up to 60 years	23
over 60 up to 70 years	25
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	7
N/A	39

<b>Size of household</b>	%
1 person	16
2 persons	46
3 persons	15
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	79
no	17
maybe	4

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	61
maybe	14

Conducted by: Profi Tess/Landesmesse Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 131</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	26
more than 100 km up to 300 km	23
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	94
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-	-
West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	40
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	10
Other position	1
Student	5

<b>Frequency of visits to trade fair</b>	%
2008	54
2007	40
Earlier events	32
First visit	25

### Additional data trade visitors

<b>Economic sector</b>	%
Dentist's practice, - clinic	66
Orthodontics	4
Oral surgery	4
Dental technology laboratory	15
Dental trade	5
University, polytechnic	4
Other	9

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	32
In an advisory capacity	23
No	12
Student	5

<b>Area of responsibility</b>	%
Management	30
Research/development/design	4
Planning/work preparation	12
Manufacture/production	17
Production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/	
social welfare/training	20
Marketing/sales/advertising/PR	8
Storage/material management/logistics/	
transport	3
Maintenance/repairs	5
Other area	17
Student	5

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	22
5- 9	46
10- 49	18
50- 99	2
100- 199	3
200- 499	1
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	6
3. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	64

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## INVEST → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>14 303</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	%
up to 50 km	42
more than 50 km up to 100 km	14
more than 100 km up to 300 km	33
over 300 km	12
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	65
Bavaria	14
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	6
Rhineland-Palatinate	5
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>6</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	13
Other salaried staff/public service	25
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	40
2007	32
Earlier events	31
First visit	43

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	17
more than 100 km up to 300 km	24
over 300 km	8
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	76
Bavaria	10
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	2
Rhineland-Palatinate	3
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	1
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	41
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	10
Housewife/man	1
Old-age pensioner	13
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2008	53
2007	41
Earlier events	33
First visit	30

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	48
more than 50 km up to 100 km	17
more than 100 km up to 300 km	27
over 300 km	9
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	73
Bavaria	11
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	3
Rhineland-Palatinate	1
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>3</b>
of which EU	63
Other	37
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried staff/public service	36
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	10
Housewife/man	1
Old-age pensioner	10
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2008	50
2007	39
Earlier events	33
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	7
Trade	5
Banks	33
Insurance	5
Financial services	28
Other services	14
Public authority	2
Training/consulting	2
University, polytechnic, vocational	5
School	9
Other	9
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	25
In an advisory capacity	15
No	20
Student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	26
Research/development/design	3
Planning/work preparation	3
Manufacture/production	3
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	20
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	15
Student	8
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees:</b>	%
1- 4	29
5- 9	8
10- 49	12
50- 99	5
100- 199	5
200- 499	5
500 - 999	9
1 000 - 9 999	10
10 000 and more	9
Student	8
other not gainfully employed	1
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	83
two	12
three	5
<b>2. Average length of stay</b>	1,2 days
<b>3. Share of visitors on the event's days:</b>	%
1st day	53
2nd day	43
3rd day	26

## Additional data private visitors

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

### Basic data trade visitors

<b>Total number of visitors</b>	<b>15 661</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	29
more than 50 km up to 100 km	17
more than 100 km up to 300 km	28
over 300 km	27
<b>Total Germany</b>	<b>93</b>
Baden-	North Rhine-
Württemberg	51 Westphalia
Bavaria	17 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	3
<b>Total Foreign</b>	<b>7</b>
of which EU	69
Other	31
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	31
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	12
Department head, group head	36
Other salaried staff/public service	21
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	26
2007	21
2006	15
Earlier events	6
First visit	63

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	55
Wholesale trade	10
Retail trade	3
Freight forwarders, transport companies	4
Other services	14
Skilled trades	3
University/college/polytechnic	2
Other	5
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	21
Collectively	38
In an advisory capacity	29
No	8
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	16
Research/development/design	6
Planning/work preparation	5
Manufacture/production	6
Production, quality control	-
Buying/procurement	6
Finance/accounting, controlling	-
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	31
Maintenance/repairs	3
Other area	2
Student	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	4
10- 49	15
50- 99	11
100- 199	12
200- 499	15
500 - 999	8
1 000 - 9 999	17
10 000 and more	8
Student	4
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one 90	8
two	three
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	<b>%</b>
1st day 32	2nd day 42
3rd day	38
Conducted by: Wissler & Partner, Basel	

### Basic data trade visitors

<b>Total number of visitors</b>	<b>6 527</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	64
more than 50 km up to 100 km	21
more than 100 km up to 300 km	14
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	93 Westphalia
Bavaria	4 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	42
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	34
2007	30
Earlier events	31
First visit	42

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Practice	56
Hospital/clinic	14
Rehabilitation facility/nursing home	1
Medical laboratory/institute	1
Emergency services organizations	4
Association	1
Industry	5
Trade	2
Service	6
Public authorities/Health service	3
Training/consulting	1
University, polytechnic, vocational school	6
Other	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	29
Collectively	29
In an advisory capacity	21
No	15
Student	4
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research/development/design	6
Planning/work preparation	8
Manufacture/production	6
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	16
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	24
Student	4
Other not gainfully employed	2
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	34
5- 9	24
10- 49	12
50- 99	3
100- 199	6
200- 499	4
500 - 999	3
1 000 - 9 999	6
10 000 and more	1
Student	4
other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one 86	two 10
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	<b>%</b>
1st day 42	2nd day 45
3rd day	31
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

## R + T → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>53 531</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	5
more than 100 km up to 300 km	18
over 300 km	65

<b>Total Germany</b>	<b>52</b>
Baden-	North Rhine-
Württemberg	40 Westphalia
Bavaria	18 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>48</b>
of which EU	62
Rest of Europe	16
Africa	2
North America	4
South and Central America	3
South-, East-, Central Asia	8
Middle East	2
Australia	3

<b>The five countries with the highest visitor shares</b>	%
France	10
Italy	10
Switzerland	10
Spain	7
Netherlands	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	19
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	1
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	48
2003	33
Earlier events	16
First visit	43

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	43
Skilled trades	42
Service	9
Trade	18
Training/consulting	2
University, polytechnic, vocational school	1
Other	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	45
Collectively	28
In an advisory capacity	14
No	12
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	39
Research/development/design	35
Planning/work preparation	15
Manufacture/production	22
Production, quality control	8
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	5
Maintenance/repairs	12
Other area	5
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	26
5- 9	17
10- 49	27
50- 99	7
100-199	6
200-499	6
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	26
three	11
four	6
five	6
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	%
1st day	34
2nd day	40
3rd day	42
4th day	37
5th day	26

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## RETRO CLASSICS → Stuttgart

## Basic data private visitors

<b>Total number of visitors</b>	<b>54 305</b>
<b>Proportion of private visitors</b>	<b>69%</b>
<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	18
more than 100 km up to 300 km	26
over 300 km	7

<b>Total Germany</b>	<b>96</b>
Baden-	North Rhine-
Württemberg	80 Westphalia
Bavaria	12 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>4</b>
of which EU	52
Other	48

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service	23
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	6
Housewife/man	2
Old-age pensioner	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	35
2007	26
Earlier events	19
First visit	20

## Additional data private visitors

<b>Sex</b>	%
Male	87
Female	13

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	14
over 30 up to 40 years	15
over 40 up to 50 years	34
over 50 up to 60 years	20
over 60 up to 70 years	9
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	3
more than 1 500,- EUR up to 2 000,- EUR	6
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	22
N/A	26

<b>Size of household</b>	%
1 person	20
2 persons	34
3 persons	18
4 persons	20
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	48
no	16
maybe	36

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	21
no	18
maybe	61

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## SÜFFA

## Basic data trade visitors

<b>Total number of visitors</b>	<b>9 738</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
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

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	66 Westphalia
Bavaria	21 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>4</b>
of which EU	79
Other	21

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff/public service	16
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	1
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	48
2006	36
Earlier events	29
First visit	33

## Additional data trade visitors

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

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

<b>Area of responsibility</b>	%
Management	32
Research/development/design	5
Planning/work preparation	10
Manufacture/production	30
Production, quality control	12
Buying/procurement	15
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	7
Maintenance/repairs	6
Other area	7
Sales	40
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	27
10- 49	27
50- 99	7
100- 199	5
200- 499	4
500- 999	2
1 000- 9 999	2
10 000 and more	4
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	5
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	49
2nd day	28
3rd day	30

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>5 701</b>
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<b>Proportion of trade visitors</b>	<b>99%</b>
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<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	26
over 300 km	48

<b>Total Germany</b>	<b>67</b>
Baden-Württemberg	46
Bavaria	20
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	4
North Rhine-Westphalia	7
Rhineland-Palatinate	3
Saarland	1
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	4

<b>Total Foreign</b>	<b>33</b>
of which EU	58
Rest of Europe	15
North America	8
South and Central America	2
Middle East	3
South-, East-, Central Asia	15

<b>The five countries with the highest visitor shares</b>	%
Switzerland	14
USA	7
Austria	7
Netherlands	7
Great Britain	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	15
Other salaried staff/public service	34
Skilled worker	2
Lecturer, teacher, scientific assistant	8
Trainee	1
Other position	3
Student	10
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	34
2007	29
Earlier events	21
First visit	49

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	67
Trade	5
Service	16
Training/consulting	2
University, polytechnic, vocational school	18
Other	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	35
In an advisory capacity	18
No	7
Student	10
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	13
Research/development/design	96
Planning/work preparation	9
Manufacture/production	11
Production, quality control	10
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	3
Student	10
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	11
5- 9	10
10- 49	18
50- 99	9
100- 199	10
200- 499	9
500- 999	5
1 000- 9 999	10
10 000 and more	7
Student	10
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	13
three	8
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	33
2nd day	37
3rd day	30

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## Basic data private visitors

<b>Total number of visitors</b>	<b>60 487</b>
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<b>Proportion of private visitors</b>	<b>96%</b>
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<b>Region of residence</b>	%
up to 50 km	82
more than 50 km up to 100 km	15
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	1
Bavaria	8
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	89
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	39
Skilled worker	10
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	1
Student	3
Housewife/man	9
Old-age pensioner	26
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	53
2006	51
Earlier events	76
First visit	14

## Additional data private visitors

<b>Sex</b>	%
Male	49
Female	51

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	14
over 40 up to 50 years	24
over 50 up to 60 years	25
over 60 up to 70 years	19
over 70 years	6

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	7
N/A	6

<b>Size of household</b>	%
1 person	10
2 persons	44
3 persons	20
4 persons	18
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	15
maybe	23

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	44
maybe	33

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

## Südwest Messe ..... Villingen-Schwenningen

## Basic data private visitors

<b>Total number of visitors</b>	<b>106 630</b>
<b>Proportion of private visitors</b>	<b>88%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	23
more than 100 km up to 300 km	3
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	98
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	40
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	6
Housewife/man	9
Old-age pensioner	27
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	47
2007	36
Earlier events	84
First visit	10

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>12%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	23
more than 100 km up to 300 km	3
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	99
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	38
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	2
Student	6
Housewife/man	8
Old-age pensioner	25
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	49
2007	37
Earlier events	84
First visit	10

## Additional data private visitors

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

## Mainfranken-Messe (2007) ..... Würzburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>104 476</b>
<b>Proportion of private visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	92
more than 50 km up to 100 km	4
more than 100 km up to 300 km	3
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	3
Bavaria	96
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried stuff, public service	28
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	8
Housewife/man	12
Old-age pensioner	19
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2005	78
2003	64
Earlier events	50
First visit	11

## Additional data private visitors

<b>Sex</b>	%
Male	46
Female	54
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	12
over 30 up to 40 years	19
over 40 up to 50 years	26
over 50 up to 60 years	19
over 60 up to 70 years	13
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	23
more than 2 000,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	6
N/A	3
<b>Size of household</b>	%
1 person	11
2 persons	39
3 persons	22
4 persons	18
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	25
yes	12
no	63
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	6
yes	14
no	80
maybe	80
Conducted by: Messe- und Congressberatung, Hamburg	

# Registered Events

## 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

bautech - 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  
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

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

FAHOB.A.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 -Ausstellungen 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

# Registered Events

- 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, Essen  
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 Ausstellungen 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 self-employment, 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, venue not determined 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

# Registered Events

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

MobilTec/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 equestrian 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 EXHIBITION 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 Equestrian 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 Ausstellungsgesellschaft mbH

MANNHIMER 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 Handwerksmessen 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

# Registered Events

- 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 + Vivanness - 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. Offenburg  
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, Augsburg  
07.10.-10.10.2010

#### **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, jewels 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, Nuremberg  
08.06.-10.06.2010

# Registered Events

## 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 specialised 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 & Geo-information, 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](http://www.fkm.de)

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Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen

**D**

Society for Voluntary Control of Fair and Exhibition Statistics

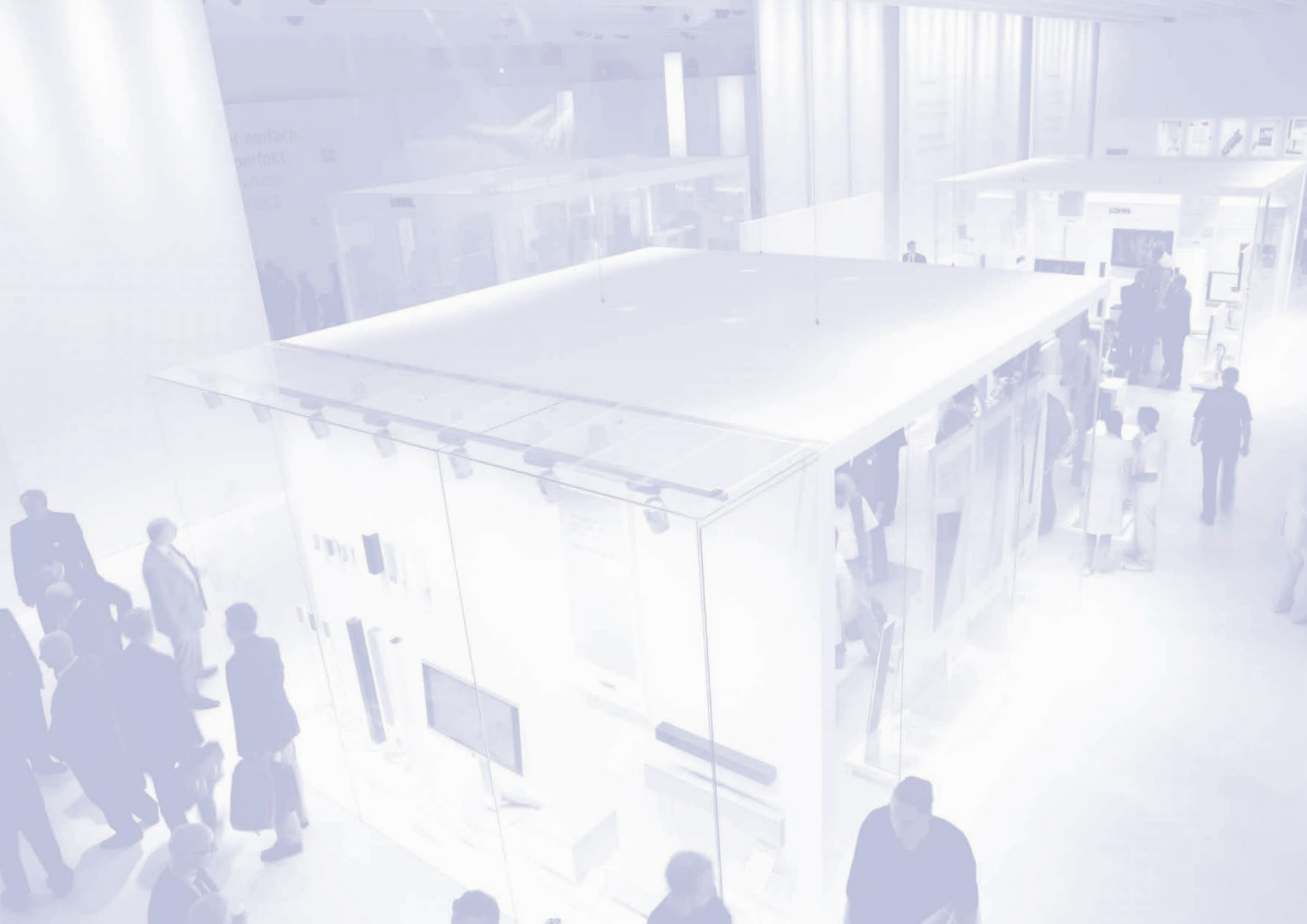
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