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Audited Trade Fair and Exhibition Figures

Report 2010

www.fkm.de

The FKM in 2010

In 2010, there was practically no change in the number of trade fairs certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their trade fairs.

Munich Expo Veranstaltungs GmbH, Munich, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messehalle Hamburg Schnelsen GmbH, Messe- und Ausstellungsorganisation Josef Werner Schmid, Mörslingen, Muveo GmbH, Frankfurt and MVK, Moscow are no longer members.

Currently 64 organisers in Germany are associates of FKM. In 2010, a total of 231 events in Germany were subject to certifying by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 16 trade fairs certified.

Essentially, every FKM certification 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 certified. 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.

Since 2011: certification instead of auditing

Since 2011, auditing has constituted certification, thereby underlining the role of FKM as a voluntary, customeroriented auditing organisation.

FKM has created a communications concept which will be most probably be implemented in autumn 2011, initially mainly within media published by FKM members. At the same time, since early 2011, organisers have been able to apply the simplified set of rules agreed upon in late 2009, which starting in 2012 will be mandatory for all members. Furthermore, in late 2010, FKM agreed to revise visitor breakdown questionnaires. Thus in future the origins of visitors from Germany will also be listed according to "Nielsen" regions.

Comparability and reliability

The data collected in accordance with the statutes and rules of the FKM, are audited by a company of public accountants. As a result, the comparability of the registered events between each other and over a period of time is guaranteed.

Online Service

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

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

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, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden and Ukraine.

For over 2,000 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de.

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

Wolfgang Marzin (Chairman)

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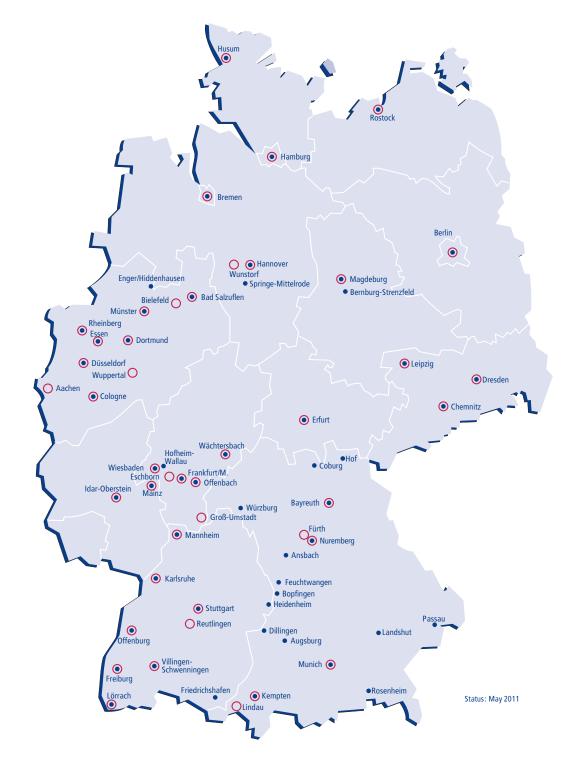
Berlin

Managing Director

Harald Kötter

Locations

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



Auditor's Certificate

A. Audit commission

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

B. Object, type and scope of the activity

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

C. Basic legal provisions and documents

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

D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2011

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

Josef Klute
Public accountant

Jörg Brüggemann Public accountant



Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

Companies or organisations, which offer goods or services via their own personnel from their own separate rented space, are counted as exhibitors.

Additionally represented firms are such companies whose goods or services are offered by another exhibitor. The number of exhibitors may not include the figures for additionally represented firms.

Visitor figures

Beginning from 2001, the visitor figures are calculated according to the number of entries to the trade fair centre. The number of entries per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one entry is registered per day.

Organisers which do not use such a system, can calculate the number of visitors according to the number of day tickets sold and the minimum use of multiple-day tickets sold; it is assumed that such tickets are used at least as often as is economically worthwhile in comparison to the day ticket.

Basis for establishing the number of visitors can also be a registration, irrespective of whether an entrance fee has to be paid or not. In such cases, the number of entries can be determined by a visitor-admission-system or - if an entrance fee has to be paid - by the minimal use of the tickets sold.

FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative survey. They provide in-depth information on visitors.

Their compilation follows standard criteria which enables the comparison of visitor statistics between individual events. The questions and types of response have been agreed upon in association with the Trade Fairs' Transparency Working Group of AUMA — Association of the German Trade Fair Industry.

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural tests were not carried out for exhibitions and fairs of 2010 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM Statutes and Rules

	FKM 🗸		(1)	Exhibi	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
	-KIVI V	(Years	n (Days	Rented S _I	pace							Exhibitors	.			Additional represe	nally nted firms		Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	Augsburg																				
	afa - Augsburg Spring Exhibition	1	9	14.898	643	890		16.431	2.758	19.189	42.100	432	16	448	4						85.224
Ī	Americana	2	5	5.157	1.743	1.099	85	8.084	4.091	12.175	34.700	171	49	220	10						34.693
	GrindTec	2	4	9.004	3.133			12.137	273	12.410	25.400	237	130	367	23				8.439	2.813	11.252
•	RENEXPO	1	4	5.424	750	1.388	36	7.598		7.598	19.500	302	46	348	13	1		1	13.317	850	14.167
	Bad Salzuflen																				
	FMB - Supplier Show for the Machinery Industry	1	3	5.736	199			5.935		5.935	12.800	396	20	416	10	7	5	12	5.918	207	6.125
	ZOW - Furniture Components and Accessories	1	4	10.660	7.067			17.727		17.727	32.200	377	282	659	36	1	5	6	11.859	6.871	18.730
	Berlin																				
	bautec/Build IT/Solar Energy	2	5	14.878	1.045			15.923	7.045	22.968	47.100	529	47	576	23				46.038	3.148	49.186
Ī	belektro	2	3	8.808	232			9.040	1.990	11.030	24.300	204	15	219	10				14.299	277	14.576
	FRUIT LOGISTICA	1	3	7.637	46.249			53.886	482	54.368	97.000	244	2.070	2.314	71				11.539	42.633	54.172
	Import Shop	1	5	3.137	3.059			6.196	313	6.509	18.900	262	301	563	51				42.607	649	43.256
	InnoTrans	2	4	34.494	39.469	4.966	2.242	81.171		81.171	141.200	999	1.244	2.243	45	243	499	742	52.664	53.936	106.600
	International Green Week	1	10	37.723	13.804			51.527	9.153	60.680	118.000	1.034	464	1.498	56				389.460	5.130	394.590
	ITB - Travel trade show	1	5	28.698	60.354	175		89.227		89.227	160.000	1.566	5.667	7.233	185	995	2.602	3.597	107.396	23.735	131.131
	Moderner Staat - Public Administration	1	2	3.493	103			3.596	1.250	4.846	8.450	212	3	215	4						4.188
	Bremen																				
	BOATFIT	1	3	2.455	125			2.580	1.010	3.590	8.450	134	12	146	7				9.460	272	9.732
	Bremen Classic Motorshow	1	3	11.212	2.237			13.449	7.361	20.810	35.000	398	66	464	12				32.191	2.423	34.614
	CARAVAN	1	3	8.892	9			8.901	178	9.079	14.800	75	1	76	2						21.640
	CARAVAN / Reiselust	1	3	11.897	325			12.222	567	12.789	24.100	339	30	369	13						28.067
	fish international	2	3	3.141	895			4.036	1.498	5.534	14.100	196	93	289	26				6.103	961	7.064
	HanseLife	1	9	15.463	710	899	16	17.088	4.331	21.419	39.900	730	15	745	7						70.433
	outdoor / bike.market.future	1	2	3.223	231			3.454	3.578	7.032	13.200	126	10	136	5				12.223	49	12.272
	Reiselust	1	3	3.005	316			3.321	389	3.710	9.300	264	29	293	12				16.788	221	17.009
	waste to energy	1	2	958	233			1.191	1.036	2.227	6.500	72	14	86	6				697	289	986
	Chemnitz																				
	mtex -Textiles and Composites in Transportation	2	3	621	249			870	150	1.020	5.000	76	24	100	8						776
	SIT Saxon fair for Industry and Technology - with LiMA	1	3	1.893		40		1.933	119	2.052	7.500	174	3	177	2	4	3	7			2.276
	Dortmund																				
	DKM - Finance and Insurance Industry	1	3	9.411	505			9.916		9.916	23.200	314	17	331	9				12.460	119	12.579
	Inter-tabac	1	3	7.252	2.659			9.911	724	10.635	21.600	150	135	285	39		1	1	5.483	1.660	7.143

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry Visitors Profil Analyses see page 27 ff. Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Multiple answers were permitted

			Exhib	ition S	pace Fig	ures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
FKM	Years)	(Days)	Rented S	pace							Exhibitors	5			Additiona			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic		Total	Domestic		·
Dresden																				
aktiv+vital with bike+outdoor	1	3	1.910	13			1.923	6.986	8.909	19.000	169	3	172	4						11.6
auto mobil with Kulinaria & Vinum	1	3	4.982	26	32		5.040	1.723	6.763	17.300	195	6	201	4	1		1			15.8
Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.721	249	259		4.229	7.327	11.556	19.800	253	11	264	5						42.7
Dresdner Reisemarkt - Travel Market	1	3	4.028	1.205	39		5.272	2.193	7.465	18.300	341	126	467	30	79	13	92			21.6
Sachsenback - Bakery and Confectionery Trades	3	3	6.892	240			7.132	1.244	8.376	17.500	220	6	226	4	7	10	17	8.195	83	8.2
Düsseldorf																				
BEAUTY INTERNATIONAL	1	3	21.536	2.714			24.250	3.842	28.092	69.300	511	95	606	21						47.5
boot	1		48.294	41.210	206	13	89.723	12.531	102.254		900	677	1.577	56				187.860	42.926	230.7
CARAVAN SALON		10	63.013	17.078	583	202	80.876	4.716	85.592		399	146	545	22				148.326	23.149	171.4
Caravan Salon/TourNatur		10	66.544	17.553	583	202	84.882	6.266	91.148		585	209	794	25						186.8
EuroCIS		3	4.498	970			5.468	114	5.582	12.000	145	45	190	22				3.172	1.831	5.0
GDS - Spring - Shoes & Accessories		3	17.232	20.786			38.018	6.260	44.278	88.300	299	457	756	33				13.725	10.438	24.1
GDS - Autumn - Shoes & Accessories		3	16.653	21.294	72		38.019	5.889	43.908	81.900	301	473	774	34				11.554	11.554	23.1
glassec with solarpeq		4	21.073	40.805	28	87	61.993	7.136		123.400	387	783	1.170	52				18.960	25.338	44.2
GLOBAL SHOES (autumn)		3	261	11.531			11.792	176	11.968	25.700	4	412	416	19				3.667	3.508	7.1
hogatec		4	11.054	1.324			12.378	3.071	15.449	45.500	354	52	406	15				28.163	1.514	29.6
IMA - Amusement and vending machines		4	11.127	781			11.908	222	12.130	22.500	141	26	167	11	6	8	14	7.570	936	8.5
InterCool		4	7.999	2.714			10.713		10.713	19.100	172	105	277	19				6.957	1.872	8.8
InterMeat		4	9.130	2.970			12.100		12.100	21.100	194	97	291	17				12.015	3.488	15.5
InterMopro		4	7.051	2.054			9.105	336	9.441	23.100	118	72	190	13				8.288	1.931	10.2
InterMopro/InterCool/InterMeat/hogatec		4	35.234	9.062			44.296	3.407		108.800	838	326	1.164	31				0.200		45.3
K - Intern. Trade Fair Plastics + Rubber		8	64.912	97.175	6		162.093	1.165	163.258		1.072	2.022	3.094	56				95.891	126.595	222.4
MEDICA / COMPAMED		4	52.465	73.416	171		126.052	643	126.695		1.397	3.630	5.027	66				62.845	74.372	137.2
METAV		5	21.444	10.677	.,,		32.121	0.3	32.121	44.700	507	185	692	27				41.111	3.575	44.6
ProWein		3	15.355	23.776			39.131	1.579	40.710	76.700	810	2.585	3.395	51	82	286	368	26.366	10.051	36.4
PSI Messe		3	20.829	14.924			35.753	1.023	36.776	62.300	492	396	888	31	18	10	28	7.714	9.262	16.9
REHACARE International		4	22.465	6.711			29.176	393	29.569	67.900	517	275	792	29	10	.0	20	45.064	7.520	52.5
Top Hair		3	4.510	623			5.133	4.213	9.346	28.900	120	273	147	11				45.004	7.320	28.2
TourNatur		3	3.531	475			4.006	1.550	5.556	14.600	186	63	249	13						40.8
Tube		5	15.081	29.437			44.518	859	45.377	80.300	340	832	1.172	51				15.213	16.748	31.9
wire		5					51.823		52.497		331	886	1.217	52				14.709		
Enger/Hiddenhausen	2	,	10.137	33.000			31.023	074	32.437	31.000	331	000	1.217	32				14.709	22.433	37.1
Focus Küche & Bad	1	6	4.657				4.657		4.657	8.300	61	1	62	2	2	2	4	7.795	1.137	8.9
F. C.																				
Erfurt							44 == :		48.000	24555										
Grüne Tage Thüringen - Agricultural fair	2	3	4.308	30	7.393		11.731	3.586	15.317	34.300	271	2	273	2						22.8

⁺ Events with changing venues • Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. 1/2 Visitor attendance determined by a representative poll in the combination of InterMopro/InterCool/InterMeat/hogatec. Multiple answers were permitted 1/2 Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted 1/2 Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur.

	FKM 🗸			Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
	FRIVI	l (Years)	Duration (Days)	Rented S	pace							Exhibitors	s			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 111	Interval	Duratio	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	Haus.Bau.Energie - House building, living and modernizing	1	3	2.136	18	141	28	2.323	666	2.989	6.700	153	2	155	2						5.795
	inoga - Hotel, Catering and Hospitality	2	3	1.716	12			1.728	197	1.925	7.300	114	2	116	3						4.350
	Rapid.Tech	1	2	582	6			588	74	662	2.200	55	2	57	3				988	151	1.139
	reiten - jagen - fischen - Exh. for Riding, Hunting and Fishing	1	3	3.703	259	408		4.370	3.214	7.584	14.800	162	13	175	9						22.839
	Thüringen-Ausstellung - Reg. consumer exhibition	1	9	9.133	173			9.306	3.000	12.306	23.000	557	10	567	5	31		31			65.606
	Essen																				
•	ALUMINIUM	2	3	11.483	16.501			27.984	641	28.625	60.700	377	495	872	48				8.944	8.256	17.200
+	Composites Europe		3	3.453	1.451			4.904	802	5.706	12.100	129	59	188	19	44	19	63	5.603	2.498	8.101
	DEUBAU	2		19.503	1.025			20.528	655	21.183		607	45	652	12				64.866	1.869	66.735
	The NRW holiday fair		5	25.842	3.090			28.932	2.877	31.809	72.400	747	166	913	24				97.491	885	98.376
	E-world energy & water	1		15.210	2.848			18.058	577	18.635	37.100	422	83	505	19				14.479	2.012	16.491
	FIBO - Fitness, Wellness and Health	1		22.001	12.172	140		34.313	3.274	37.587	75.700	316	240	556	30	7	7	14	44.602	8.496	53.098
	HAUS + GARTEN - The spring fair for the whole family	1		4.753	94			4.847	3.844		27.000	257	7	264	5						46.657
	IPM - Intern. trade fair for plants		4	21.125	21.555			42.680	4.766	47.446		710	801	1.511	43				37.274	19.894	57.168
	MODE-HEIM-HANDWERK - Regional consumer fair	1		9.625	923			10.548	6.440	16.988	51.700	573	36	609	12						138.500
	REIFEN - No. 1 in Tires and More		4	13.705	11.350	859	21	25.935	200	26.135	49.700	203	379	582	41	14	6	20	6.648	11.347	17.995
	SECURITY	2	4	26.056	8.911			34.967	1.184	36.151	75.000	583	495	1.078	38				25.728	15.502	41.230
	SHK Essen - Sanitary, Heating, AirConditioning and renewable Energies	2	4	30.149				30.149	384	30.533	65.000	505	38	543	13				50.538	1.996	52.534
	START NRW	1	2	1.836	89			1.925	200	2.125	5.900	135	10	145	7	13	1	14			2.955
	Frankfurt/Main																				
•	Ambiente	1	5	68.887	114.080			182.967	2.262	185.229	318.800	1.169	3.167	4.336	90				71.716	60.380	132.096
•	Automechanika	2	6	58.887	99.099	8.807	3.364	170.157	793	170.950	281.200	826	3.645	4.471	76				69.676	84.161	153.837
•	Beautyworld	1	3	3.566	2.003			5.569	496	6.065	17.900	97	123	220	29				6.148	3.101	9.249
•	Christmasworld	1	5	24.864	27.858			52.722	1.489	54.211	98.000	277	691	968	35				13.731	16.426	30.157
	FACILITY MANAGEMENT	1	3	2.120	57	18		2.195	296	2.491	5.050	106	2	108	3	2		2	4.366	101	4.467
	Hair & Beauty	1	2	3.748	449			4.197	1.714	5.911	20.800	92	21	113	8				15.628	2.633	18.261
•	Heimtextil	1	4	27.356	85.392			112.748	5.452	118.200	220.500	344	2.125	2.469	61	5	1	6	25.442	45.344	70.786
•	IFFA - Processing, packaging, sales in the meat industry	3	6	31.539	30.000	54		61.593	932	62.525	103.900	421	521	942	47	5	7	12	24.180	34.065	58.245
	Light + Building	2	6	69.104	58.910	72	515	128.601	5.408	134.009	247.100	841	1.313	2.154	50	1	1	2	104.547	78.564	183.111
•	Musikmesse	1	4	18.346	24.657	92	131	43.226	1.700	44.926	98.300	542	954	1.496	46				51.947	25.662	77.609
•	Paperworld	1	4	22.555	40.978			63.533	1.811	65.344	138.200	437	1.668	2.105	66				18.422	27.099	45.521
•	ProLight + Sound	1	4	13.339	17.488	364	356	31.547	2.050	33.597	72.400	331	494	825	40				17.023	13.793	30.816
•	Tendence	1	5	38.301	32.974			71.275	1.379	72.654		808	1.241	2.049	60	2	2	4	43.600	13.368	56.968
•	viscom frankfurt	1	3	6.171	1.872			8.043	1.667	9.710	18.200	200	88	288	23				10.351	1.749	12.100

[•] Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. 1) ascertained by a representative poll

EKM			Exhib	ition S	pace Fi	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
FKM	(Years)	(Days	Rented S	pace							Exhibitors	s			Additiona represent			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Hamburg																				
AIRCRAFT INTERIORS EXPO	1	3	4.846	9.981			14.827	96	14.923	30.000	199	334	533	27				4.691	2.561	7.25
DU UND DEINE WELT - Reg. Consumer Exhibition	1	9	12.681	1.806			14.487	8.847	23.334	45.100	472	71	543	33				93.030	562	93.59
hanseboot	1	9	20.206	8.063	724	1.978	30.971	3.569	34.540	76.100	558	147	705	24				80.490	5.596	86.08
HANSEPFERD	2	3	11.234	1.565			12.799	12.071	24.870	48.200	417	52	469	16				43.940	805	44.74
INTERNORGA	1	6	46.377	4.724	276		51.377	890	52.267	87.500	948	164	1.112	25	21		21	97.187	3.213	100.40
NORTEC - Manufacturing Technology	2	4	6.659	240			6.899	2.908	9.807	20.600	312	28	340	9	3	1	4	10.076	216	10.29
REISEN HAMBURG	1	5	18.321	2.011	15		20.347	1.321	21.668	51.700	624	234	858	53				56.672	515	57.18
SMM - Shipbuilding, Machinery & Marine	2	4	25.639	25.105	528	871	52.143	304	52.447	89.000	688	1.305	1.993	59	4	3	7	32.561	15.043	47.60
Hannover																				
ABF - Leisure and Sales Exhibition	1	9	30.796	957	99		31.852	3.991	35.843	101.900	766	38	804	13						121.46
ALTENPFLEGE	1	3	21.833	885			22.718	1.320	24.038	66.100	639	43	682	16						30.93
BIOTECHNICA	1	3	5.790	1.819			7.609	1.895	9.504	23.400	320	162	482	23				7.771	1.943	9.7
CeBIT	1	5	113.730	37.790	546		152.066	11.681	163.747	281.900	1.906	1.681	3.587	73				270.148	49.554	319.70
DOMOTEX	1	4	19.482	62.804			82.286	5.007	87.293	160.900	253	1.123	1.376	65				17.223	21.481	38.70
EuroBLECH	2	5	42.937	35.708			78.645		78.645	135.000	780	675	1.455	43				38.409	23.045	61.4
EuroTier with BioEnergy Decentral	2	4	58.412	27.762	2.331	282	88.787	4.628	93.415	179.900	1.148	778	1.926	49	6	22	28	121.062	23.923	144.98
HANNOVER MESSE	1	5	106.230	40.851	1.103	67	148.251	8.610	156.861	269.800	2.480	2.215	4.695	64				130.900	17.513	148.41
Hannover Messe: CoilTechnica	2	5	1.032	901			1.933		1.933	4.400	35	32	67	13				36.919	6.566	43.48
Hannover Messe: Digital Factory	1	5	3.010	782			3.792	531	4.323	7.800	163	21	184	13				40.785	4.481	45.26
Hannover Messe: Energy	1	5	25.269	10.753	373	49	36.444		36.444	63.500	470	540	1.010	47				71.725	11.386	83.11
Hannover Messe: Industrial Automation	1	5	41.464	8.204	504		50.172	2.742	52.914	89.900	629	352	981	32				78.496	12.778	91.27
Hannover Messe: Industrial Supply	1	5	14.120	14.860	13		28.993	1.528	30.521	53.300	542	962	1.504	49				50.322	10.527	60.84
Hannover Messe: MicroNanoTec	1	5	1.394	517			1.911	165	2.076	4.800	76	27	103	12				41.177	4.831	46.00
Hannover Messe: MobiliTec	1	5	2.071	224	33	18	2.346		2.346	5.100	79	12	91	8				36.089	4.279	40.36
Hannover Messe: Power Plant Technology	1	5	1.128	247			1.375		1.375	2.500	20	18	38	10				33.589	7.076	40.66
Hannover Messe: Research & Technology	1	5	7.400	1.083	180		8.663		8.663	15.800	376	98	474	21				46.675	5.418	52.09
Infa - Information and sales exhibition	1	9	26.571	1.998	436		29.005	4.991	33.996	91.100	1.093	81	1.174	24						213.29
Pferd & Jagd - Equestrian sport, hunting, fishing	1	4	18.276	1.641	58		19.975	8.534	28.509	78.000	639	73	712	19						69.50
Promotion World	1	5	2.239	203			2.442	273	2.715	6.600	104	6	110	6				16.530	2.318	18.84
START Niedersachsen	1	2	938	31			969	340	1.309	3.450	83	4	87	5	20		20			91
Husum																				
Husum WindEnergy	2	5	17.008	6.712	1.445	240	25.405	4.846	30.251	48.800	643	329	972	28				23.236	12.622	35.85
new energy husum	1	4	4.632	557	636	90	5.915	1.620	7.535	10.500	212	30	242	14				15.319	1.497	16.81
Nord Gastro & Hotel	1	2	4.729	166			4.895	390	5.285	10.000	213	5	218	4	5	6	11	4.495	40	4.53
Idar-Oberstein																				
INTERGEM - Gems, Jewellery and Gemstone Objects	1	4	2.428	137			2.565	120	2.685	5.000	155	9	164	8				2.492	577	3.06

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. ** Visito

FKM 🗸	(i	(9	Exhibi	tion S	pace Fig	gures	(sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
- IXIVI	(Years	n (Days	Rented Sp	oace							Exhibitor	s			Addition represer	nally nted firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	c Foreign	Total	Domestic	Foreign	Total
Karlsruhe																				
Giardina / INVENTA - Garden and Lifestyle	1	4	10.052	336			10.388	841	11.229	26.800	391	15	406	6	6	2	8			35.680
LEARNTEC	1	3	1.996	223			2.219	931	3.150	12.500	121	28	149	10				3.549	267	3.816
Offerta - Regional consumer exhibition	1	9	22.252	1.514	980		24.746	2.827	27.573	54.400	748	52	800	14	11	1	12			135.245
RESALE	1	3	4.672	2.107	1.748	614	9.141		9.141	23.000	297	170	467	28				2.955	3.272	6.227
Kempten																				
Allgäuer Festwoche - Rural tradition exhibition	1	9	5.785	231	7.973	89	14.078	576	14.654	25.000	353	15	368	5						117.182
Köln																				
+ DACH + HOLZ	2	4	25.435	2.169	1.054		28.658	1.144	29.802	61.100	396	77	473	24				38.588	5.064	43.652
+ didacta	1	5	28.619	960			29.579	4.720	34.299	73.500	787	57	844	20	25	3	28	108.268	3.695	111.963
 imm cologne - The international furniture show 	1	6	58.722	60.405			119.127	4.306	123.433	242.200	371	568	939	44	19	25	44	71.097	29.302	100.399
+ INTERGEO	1	3	8.986	3.652	50	151	12.839		12.839	28.000	344	182	526	30				12.010	3.388	15.398
Intern. Eisenwarenmesse - Intern. hardware fair Cologne	2	4	20.261	45.891			66.152	560	66.712	142.400	394	2.274	2.668	52				15.631	25.010	40.641
ISM - International Sweets and Biscuits Fair	1	4	15.222	32.793			48.015	523	48.538	103.600	230	1.141	1.371	66	14	61	75	10.687	20.184	30.871
Kind + Jugend - The Trade Show for Kids' First Years	1	4	16.298	28.253			44.551	1.583	46.134	94.000	164	651	815	40		1	1	5.562	14.311	19.873
ORGATEC - Modern Office & Facility	2	5	26.810	30.788			57.598	1.491	59.089	105.000	227	363	590	41	12	2	14	28.183	22.054	50.237
• photokina	2	6	24.539	32.209			56.748	11.063	67.811	150.000	314	585	899	41	96	256	352	96.667	28.387	125.054
ProSweets Cologne	1	4	3.721	4.467			8.188	542	8.730	19.000	136	184	320	29	6		6	8.740	10.597	19.337
spoga horse (Spring)	1	3	3.652	3.911			7.563	81	7.644	16.800	73	140	213	22	2	3	5	1.810	1.995	3.805
spoga+gafa / spoga horse (Autumn)	1	3	37.532	74.361			111.893	2.059	113.952	219.400	424	1.583	2.007	57	6	33	39	13.061	19.071	32.132
Leipzig																				
+ Arbeitsschutz aktuell - Industrial safety																				
Trade Fair and Congress		3	5.436	447			5.883	1.257	7.140	18.500	178	24	202	14				10.717	196	10.913
CADEAUX - Gifts and Lifestyle Ideas (March)	1	3	8.986	381			9.367	1.013	10.380	25.600	288	18	306	11	1		1			7.036
CADEAUX - Gifts and Lifestyle Ideas / COMFORTEX - Interior Design (Autumn)	1	3	13.764	776			14.540	1.512	16.052	41.300	506	84	590	15	1		1	11.601	129	11.730
denkmal - Conservation, Restoration and Old Building Renovation		3	6.013	1.598			7.611	704			340	94	434	15	3		3	10.773	1.428	12.201
Fachdental Leipzig	1		4.186	179			4.365	181	4.546	10.300	197	12	209	8	1	1	2			4.951
Home - Garden - Leisure/Central German Handicrafts Fair/Residential Fair	1		25.609	1.549			27.158	7.840		86.700	1.108	73	1.181	16	4		4	174.538	1.585	176.123
INTERSCHUTZ - DER ROTE HAHN	5	6	30.394	20.880	8.010	12.374	71.658	18.104	89.762	150.300	595	625	1.220	46				97.380	25.886	123.266
MIDORA	1	3	3.161	117			3.278	288	3.566	10.500	110	7	117	5				2.209	85	2.294
MUT - Exhibition of medium sized business	1	1	1.122	6			1.128		1.128	6.950	142	2	144	2						1.102
models-hobbies-games - Modelling, Model Railways, Creative Art and Play		3	9.808	545	153		10.506	23.007		83.200	455	32	487	9	5	1	6	93.009	3.174	96.183
ORTHOPÄDIE & REHA-TECHNIK	2	4	9.465	4.582			14.047	1.592	15.639	40.000	258	231	489	30				13.463	7.739	21.202

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff.

FKM 🗸	(5	s)	Exhib	ition S	pace Fig	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years	(Days	Rented S	pace							Exhibitors	;			Additiona represent			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Touristik & Caravaning International	1	5	18.824	3.090			21.914	6.387	28.301	54.100	734	253	987	45	73	27	100	60.954	1.627	62.581
Lörrach																				
REGIO - Reg. Consumer Exhibition	1	10	8.892	660	1.918	107	11.577	3.781	15.358	29.000	447	31	478	7	96	32	128	52.787	8.238	61.025
Magdeburg																				
AIR MAGDEBURG	2	3	1.682	94	2.496		4.272		4.272	9.600	76	3	79	4						6.375
LBA - Regional Building Trade Exhibition	1	3	1.550		417		1.967	446	2.413	7.750	108		108	1	2		2			4.799
MAGDEBOOT	1	3	2.820	21	252		3.093	175	3.268	7.700	99	2	101	3						7.851
Mainz																				
Rheinland-Pfalz-Ausstellung - Reg. Exhibition	1	9	12.659	547	2.845		16.051	1.849	17.900	33.500	788	21	809	11						76.839
Mannheim																				
MANNHEIMER MAIMARKT - Reg. Exhibition	1	11	33.552	2.064	32.320	207	68.143	5.614	73.757	179.700	1.373	83	1.456	21						339.111
München																				
Analytica	2	4	17.121	6.346	64		23.531	748	24.279	55.200	625	369	994	37	16	17	33	21.480	10.581	32.061
AUTOMATICA	2	4	21.913	4.128			26.041	889	26.930	44.000	481	222	703	42				20.772	9.870	30.642
BAUMA	3	7	65.326	69.255	134.319 1	130.168	399.068	323	399.391	555.000	1.308	1.948	3.256	54				270.765	149.405	420.170
eCarTec / MATERIALICA	1	3	8.674	2.026	357	35	11.092	936	12.028	30.200	381	128	509	25	23	3	26			12.579
electronica - components / systems / applications	2	4	46.180	30.895			77.075	2.038	79.113	143.000	1.056	1.522	2.578	46	89	293	382	38.186	33.999	72.185
EXPO REAL	1		22.232	6.153			28.385	2.319	30.704	64.000	1.278	367	1.645	35	6		6	26.469	9.742	36.211
EXPOPHARM	1	4	19.522	1.323			20.845	512	21.357	39.000	403	80	483	21				21.978	3.878	25.856
f.re.e - The new C-B-R - Leisure and travel	1		18.445	6.941	120		25.506	10.507	36.013	76.400	864	567	1.431	54	90	33	123	95.287	963	96.250
FARBE - Ausbau & Fassade - Paint - finishing & facade	3	4	21.037	2.148			23.185	318	23.503	44.000	369	69	438	17	1		1	40.567	7.272	47.839
Garten München . Garden culture and plants	1		3.165	502			3.667	857	4.524	11.200	83	15	98	7	2		2	78.043	2.331	80.374
GOLF EUROPE HIGH END - THE BEST SOUND. THE BEST PICTURE.	1		2.290 7.489	2.869			5.159 10.117	102 397	5.261 10.514	11.100	87 142	113 115	200 257	24 25				1.894	1.800	3.694 14.869
		4	7.403	2.020			10.117	331	10.514	10.500	142	113	257	25						14.003
IFAT ENTSORGA Water, Sewage, Waste and Raw Materials Management	2	5	70.426	32.849	8.364	2.781	114.420	16.054	130.474	208.100	1.716	1.014	2.730	49				64.417	45.172	109.589
inhorgenta Europe	1	4	23.171	6.490			29.661	1.256	30.917		728	372	1.100	36				21.603	9.800	31.403
INTERFORST	4	5	3.812	910	20.794	9.098	34.614	3.400	38.014	68.400	283	130	413	24	1	8	9	42.988	6.964	49.952
Internationale Handwerksmesse	1	7	20.845	3.001			23.846	6.856	30.702	58.700	718	156	874	24	6		6	143.725	2.337	146.062
Internationale Handwerksmesse/Garten München	1	7	24.010	3.503			27.513	7.713	35.226	69.900	801	171	972	25	8		8	154.905	3.000	157.905
Opti - Intern. Trade Show for Trends in Optics	1	3	14.973	3.330			18.303	444	18.747	35.000	277	144	421	24				16.268	4.303	20.571
Intersolar - Solar Technology	1	3	41.607	32.428	2.644	963	77.642	1.575	79.217	134.500	895	984	1.879	43				49.333	23.547	72.880
ispo - winter	1	4	22.668	67.168			89.836	8.582	98.418	167.000	346	1.719	2.065	46				20.930	42.588	63.518
MAINTAIN	2	3	3.954	354			4.308	248	4.556	9.600	166	22	188	12	4	1	5	3.007	385	3.392

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. "Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Multiple answers were permitted

FKM 🗸		()	Exhibiti	ion S	pace Figures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	ı (Days	Rented Space	ce						Exhibitors	;			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Halls Domestic Fo	oreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Münster																			
Frühling-Blumen-Freizeit - Spring - Flowers and Leisure fair	2	5	4.325	69		4.394	650	5.044	18.800	222	4	226	3						38.831
Kunst- und Antiquitätentage - Antiques Exhibition	1	5	1.481	191		1.672		1.672	6.050	67	9	76	6						6.159
Nürnberg																			
BioFach / Vivaness	1	4	20.800 2	2.596		43.396	2.485	45.881	89.300	823	1.734	2.557	87				26.843	16.826	43.669 *
Brau Beviale	1	3	23.380 1	6.136		39.516		39.516	75.300	800	548	1.348	48				22.832	9.785	32.617 *
Chillventa	2	3	16.000 1	7.148		33.148	800	33.948	62.500	325	556	881	42				13.471	15.841	29.312 *
CONSUMENTA - Consumer & Sales Exhibition	1	9	22.394	1.920		24.314	13.333	37.647	76.600	837	68	905	18						144.675
e_procure & supply		2	2.133	84		2.217	100	2.317	5.000	106	7	113	3				2.350	204	2.554 *
embedded world		3		3.876		14.758		14.758	30.000	410	320	730	32				13.683	4.667	18.350 *
EUROGUSS	2	3		3.376		9.239	460	9.699	19.500	205	159	364	27				5.389	1.752	7.141 *
FachPack/PrintPack/LogIntern	1	3		7.784		48.869	242	49.111	89.500	1.066	284	1.350	29				28.626	6.734	35.360 *
Freizeit Messe - Leisure Fair		9		1.663		18.909	4.266	23.175	51.000	467	87	554	16						109.956
GaLaBau	2			7.580		48.885	3.092	51.977	95.000	890	188	1.078	28				53.513	6.614	60.127 *
HOLZ-HANDWERK / fensterbau/frontale		4		6.535		86.372			144.300	931	342	1.273	33				87.338	16.636	103.974 *
IFH/INTHERM	2			4.333		37.697	651	38.348	64.600	592	99	691	17	2		2	46.376	802	47.178 *
Interzoo	2			1.328		49.567		49.567	90.800	323	1.175	1.498	52				14.475	23.849	38.324 *
IWA & OutdoorClassics		4		2.336		35.200	597	35.797	62.000	302	839	1.141	53				13.073	19.141	32.214
mailingtage		2	6.009	340		6.349	880	7.229	16.900	361	23	384	8				7.293	574	7.867 *
PCIM		3		2.243		5.683	144	5.827	11.300	126	128	254	22	9	62	71	3.981	2.338	6.319
POWTECH/Technopharm		3		6.115	28	25.792	4.040	25.792	48.800	684	272	956	29				11.965	6.416	18.381 *
SENSOR + TEST		3		1.360		7.098	1.918	9.016	16.000	374	135	509	27	42	25	20	5.973	1.401	7.374 *
SMT / HYBRID / PACKAGING		6		2.043		12.884 103.746	389	13.273 103.746	26.000	394 857	161	555 2.631	28 63	13 6	25	38 26	16.637 35.918	5.604 40.302	76.220 *
Spielwarenmesse - International Toy Fair SPS/IPC/DRIVES		3		6.915		57.077	280	57.357	94.200	1.008	315	1.323	32	134	66	200	41.881	10.147	52.028
START Bayern		2	1.127	23		1.150	300	1.450	3.450	90	3 3	93	3	154	00	15	41.001	10.147	1.207
Werkstätten:Messe	1		5.625	228		5.853	104	5.957	13.000	226	23	249	8	- 13		- 13			17.202
Offenbach	·	_	3.023	220		3.033	104	3.337	13.000	220		243							17.202
I.L.M. Summer Styles - Int. Leather Goods Fair	1	4	7.960	3.990		11.950	650	12.600	18.400	152	83	235	14				5.172	1.154	6.326
I.L.M. Winter Styles - Int. Leather Goods Fair	1	3	7.862	3.888		11.750	800	12.550	18.400	140	77	217	16				4.642	1.016	5.658
Offenburg																			
Badische Weinmesse - Regional Wine Exhibition	1	2	968	18		986	197	1.183	6.000	107	1	108	2				3.675	71	3.746 *
OBERRHEIN-MESSE - Reg. consumer Exhibition	1	9	9.709	753	9.940 216	20.618	2.767	23.385	52.700	466	29	495	13	8		8	55.889	7.049	62.938 *
Passau								40.000					_						40
Passauer Frühling DreiLänderMesse - Regional Exhibition	2	9	8.310	1.710	1.822 139	11.981	1.685	13.666	23.000	369	85	454	7	15	7	22			69.083

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FKM 🗸	(5	5)	Exhibi	tion S	Space Figu	ires ((sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
FIXIVI	(Years	(Days	Rented Sp	oace							Exhibitors	;			Additiona represent			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hall Domestic		Open Air Domestic For	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Rosenheim																				
Neue Messe Rosenheim - Reg. Consumer Exhibition	2	9	6.945	1.043	2.050		10.038	1.590	11.628	17.900	334	40	374	8	26	6	32			50.11
Doctock																				
Rostock	4	_	C 204		4.250		7.644	2.550	10.200	47.200	72		72	4						45.64
AUTO Trend	1	3	6.394		1.250	-	7.644	2.556	10.200	17.200	72		72	1						15.61
Springe-Mittelrode																				
DLG Field Days	2	3	560	72	81.910	616	83.158	12.540	95.698	172.300	262	37	299	14				20.113	1.514	21.62
,																				
Stuttgart																				
AMB - International exhibition for metal working	2	5	49.117	13.719			62.836	730	63.566	105.700	1.012	334	1.346	28	33	20	53	76.720	9.482	86.20
ANIMAL	1	3	3.151	198			3.349	10.958	14.307	32.400	183	12	195	8				39.826	422	40.24
ANIMAL / Pferd	1	3	5.623	433			6.056	15.134	21.190	53.300	293	23	316	11						44.13
Blickfang - Furniture, Jewellery and Fashion	1	3	1.135	64			1.199		1.199	3.500	123	33	156	7						15.2
CEP CLEAN ENERGY POWER	1	3	3.777	516	95		4.388		4.388	10.700	186	29	215	8	2		2	10.737	470	11.2
CMT - The Holiday exhibition	1	9	44.834	9.236	89		54.159	7.737	61.896	102.500	1.384	559	1.943	67				204.683	2.068	206.7
FACHDENTAL SÜDWEST - Dental surgeries and laboratories	1	2	4.433	254			4.687	181	4.868	11.000	210	21	231	11	3	3	6	7.241	148	7.38
Familie + Heim /Intern. Mineral and Fossil Exchange	1	9	13.274	806			14.080	3.621	17.701	42.900	559	71	630	22						61.58
Garten - outdoor ambiente	1	4	4.030	36	6		4.072	1.147	5.219	10.500	111	3	114	4	4	1	5			42.13
hobby + elektronik	1	4	2.747				2.747	1.451	4.198	10.500	60		60	1				55.542	561	56.10
Interbad	2	4	11.158	4.857		42	16.057	488	16.545	32.600	322	136	458	26	15		15	11.919	3.764	15.68
INTERGASTRA	2	5	34.208	3.781			37.989	3.474	41.463	78.700	876	116	992	17	92	16	108	78.605	1.604	80.20
International Mineral and Fossil Exchange (April)	1	3	1.336	212			1.548	249	1.797	10.500	190	45	235	20						15.40
INTERVITIS/ INTERFRUCTA	3	5	16.053	6.996			23.049	2.471	25.520	59.400	398	192	590	23	38	49	87	29.299	6.432	35.73
Invest	1	3	4.104	814			4.918	1.900	6.818	20.900	154	49	203	13				14.172	438	14.61
Kreativ- & Bastelwelt - Creative trade fair of South Germany	1	4	2.578	175			2.753	1.169	3.922	11.000	118	12	130	7						37.57
LASYS	2	3	2.708	869			3.577	677	4.254	12.700	114	72	186	16	2	1	3	2.709	1.161	3.87
LogiMat	1	3	19.317	3.162	130		22.609	1.234	23.843	52.800	650	109	759	22				17.462	1.833	19.29
Medizin	1	3	2.680	38			2.718	449	3.167	10.500	155	4	159	4	2		2	5.990	61	6.05
MODELLBAU SÜD - Modelmaking and model railways	1	4	1.298	123			1.421	5.168	6.589	13.500	80	10	90	8				47.044	960	48.00
O & S - Intern. trade fair for surface treatments & coatings	2	3	5.839	750			6.589	212	6.801	17.200	263	58	321	14				3.611	960	4.57
Pferd - Horses and riding	1	3	2.472	235			2.707	4.176	6.883	20.900	110	11	121	8						23.83
Pflege & Reha	2	3	4.547	148			4.695	320	5.015	10.900	248	11	259	6	4	2	6	8.290	84	8.37
Retro Classics	1	4	24.505	2.364			26.869	14.158	41.027	104.900	613	58	671	14				57.711	2.405	60.11
Slow Food	1	4	3.528	483			4.011	1.052	5.063	12.900	344	60	404	7		1	1	34.979	353	35.33
Stuttgarter Messeherbst	1	10	22.030	1.164			23.194	14.186	37.380	91.200	904	97	1.001	24						157.83
südback - Bakery and confectionery trades	1	4	18.890	2.056			20.946	2.975	23.921	42.200	390	66	456	15	4	8	12	28.512	1.820	30.33
Süddeutsche Spielmesse - Exhibition for games	1	4	2.133	60			2.193	2.777	4.970	13.400	87	4	91	5						39.06
TV TecStyle Visions	2	3	4.625	1.239			5.864	884	6 748	20.000	120	51	171	18	1	5	6	6.324	1.029	7.35

⁺ Events with changing venues
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 * Visitors Profil Analyses see page 27 ff.
 ") Visitor attendance determined by a representative poll in the combination of Animal/ Pferd.

 ") Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

	FKM 🗸			Exhibi	ition S	pace Fi	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
	FRIVI	Interval (Years)	Duration (Days)	Rented S _I	pace							Exhibitors	5			Additior represer	nally nted firms		Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 111	Interva	Duratio	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
	VISION - International trade fair for machine vision	1	3	4.939	2.751			7.690	377	8.067	21.000	181	142	323	26	2	3	5	4.456	2.296	6.752 *
	Villingen-Schwenningen																				
	Südwest Messe - Regional consumer exhibition	1	9	13.998	547	18.085	66	32.696	1.724	34.420	58.600	698	27	725	9	42	11	53			105.653 *
	Wächtersbach																				
		1	9	6.154	170	5.225	60	11.609	4.312	15.921	26.900	384	14	398	11						64.011 *
	Wiesbaden																				
	DENEX	1	2	701	16	67	21	805		805	2.050	59	3	62	3						668
	Hong Kong	_		2 502	2.040			6 522		6.533	42.400	220	276		44				44.070	20.046	22.005
	electronicAsia Electronics Fair (autumn)		4	2.583	3.940 18.217			6.523 40.520		6.523 40.520	12.100 78.300	1.436	376 1.552	2.988	11 25				11.979 22.166	20.916 35.767	32.895 57.933
	Electronics Fair (Autumn) Electronics Fair (Spring Edition)		4	15.228	15.765			30.993		30.993	60.200	988	1.332	2.305	23				22.353	33.254	55.607
•	Fashion Week (Fall/Winter)		4	9.573	17.223			26.796			50.700	612	1.102	1.714	24				11.643	9.775	21.418
•	Gifts and Premium Fair		4	28.647	15.391			44.038		44.038	88.100	2.510	1.506	4.016	36				23.904	25.041	48.945
•	Houseware Fair		4	11.316	17.229			28.545	67	28.612		769	1.380	2.149	32				12.208	13.233	25.441
•	International Jewellery Show		5	28.039	17.258			45.297		45.297	88.600	1.389	1.284	2.673	44				12.923	19.084	32.007
	International Lighting Fair		4	10.114	23.651			33.765		33.765	66.800	478	1.550	2.028	35				8.886	21.467	30.353
•	Optical Fair	1	3	4.395	7.707			12.102		12.102	25.000	199	385	584	21				4.173	8.089	12.262
•	Toys and Games Fair	1	4	15.978	12.909			28.887	77	28.964	57.500	981	934	1.915	38				15.625	17.474	33.099
•	Watch and Clock Fair	1	5	12.638	2.343			14.981		14.981	32.600	564	136	700	14				9.449	7.072	16.521
	Istanbul																				
+	INTERGEO East	2	2	405	682			1.087		1.087	2.500	20	64	84	22						1.753
	Shanghai																				
•	bauma China	2	4	31.875	22.831	57.282	29.233	141.221		141.221	254.800	1.152	740	1.892	37				133.285	22.233	155.314
	Verona																				
	ABITARE IL TEMPO	1	5	17.285	1.665	606	129	19.685	23.956	43.641	104.300	452	71	523	22				24.749	8.319	33.068
•	FIERAGRICOLA	2	4	39.304	1.243	11.193		51.740	13.759	65.499	123.400	685	40	725	25	470	114	584	101.390	14.750	116.140
	MARMOMACC		4	37.033		10.443	3.532	75.251		77.782		666	796	1.462	57	36	32	68	26.894	25.368	52.262
	SIAB	2	5	10.498	589	100		11.187	4.567	15.754	39.700	371	13	384	8	13	4	17	35.097	3.814	38.911
•	Vinitaly/SOL/Enolitech	1	5	87.908	720	719		89.347	14.914	104.261	177.300	3.804	62	3.866	17	507	55	562	101.604	46.154	147.758

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. 19

FLA			Exhib	ition S	pace Fi	gures	(sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
FKM	(Years)	(Days	Rented S	pace							Exhibitor	s			Additiona represent			Entries (Explanati	ions see p	o. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic I	Foreign	Total	Domestic	Foreign	Tota
A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Goods Fair	rs																			
nternationale Handwerksmesse, München	1	7	20.845	3.001			23.846	6.856	30.702	58.700	718	156	874	24	6		6	143.725	2.337	146.0
A2 Investment Goods Fairs																				
HANNOVER MESSE, Hannover	1	5	106.230	40.851	1.103	67	148.251	8.610	156.861	269.800	2.480	2.215	4.695	64				130.900	17.513	148.4
A3 Consumer Goods Fairs																				
Ambiente, Frankfurt/Main	1	5	68.887	114.080			182.967	2.262	185.229	318.800	1.169	3.167	4.336	90				71.716	60.380	132.
Fendence, Frankfurt/Main	1	5	38.301	32.974			71.275	1.379	72.654	140.900	808	1.241	2.049	60	2	2	4	43.600	13.368	56.9
B SPECIALIZED FAIRS AND EXHIBITIONS B1 Agriculture; Forestry, Fishery, Viticult		, Hor	ticulture,	Landsca	aping, and	their E	quipment													
OLG Field Days, Springe-Mittelrode	2	3	560	72	81.910	616	83.158	12.540	95.698	172.300	262	37	299	14				20.113	1.514	21.
EuroTier with BioEnergy Decentral, Hannover		4	58.412	27.762	2.331	282	88.787	4.628		179.900	1.148	778	1.926	49	6	22	28	121.062	23.923	144.
GaLaBau ,Nürnberg	2	4	41.305	7.580			48.885	3.092	51.977	95.000	890	188	1.078	28				53.513	6.614	60.
Grüne Tage Thüringen, Erfurt	2	3	4.308	30	7.393		11.731	3.586		34.300	271	2	273	2						22.
NTERFORST, München	4		3.812	910	20.794	9.098	34.614	3.400	38.014	68.400	283	130	413	24	1	8	9	42.988	6.964	49.
NTERVITIS/ INTERFRUCTA, Stuttgart	3	5	16.053	6.996			23.049	2.471	25.520	59.400	398	192	590	23	38	49	87	29.299	6.432	35.
PM - Intern. trade fair for plants, Essen	1	4	21.125	21.555			42.680	4.766	47.446	105.000	710	801	1.511	43				37.274	19.894	57.
B2 Food, Drink and Tobacco, Restaurant	and	Hot	el Trade,	Catering	, and thei	r Equipr	ment													
Badische Weinmesse, Offenburg	1	2	968	18			986	197	1.183	6.000	107	1	108	2				3.675	71	3.
Brau Beviale, Nürnberg	1	3	23.380	16.136			39.516		39.516	75.300	800	548	1.348	48				22.832	9.785	32.
ish international, Bremen	2	3	3.141	895			4.036	1.498	5.534	14.100	196	93	289	26				6.103	961	7.
RUIT LOGISTICA, Berlin	1	3	7.637	46.249			53.886	482	54.368	97.000	244	2.070	2.314	71				11.539	42.633	54.
nogatec, Düsseldorf	2	4	11.054	1.324			12.378	3.071	15.449	45.500	354	52	406	15				28.163	1.514	29.
FFA, Frankfurt/Main	3	6	31.539	30.000	54		61.593	932	62.525	103.900	421	521	942	47	5	7	12	24.180	34.065	58.
noga, Erfurt	2	3	1.716	12			1.728	197	1.925	7.300	114	2	116	3						4.
nterCool, Düsseldorf	2	4	7.999	2.714			10.713		10.713	19.100	172	105	277	19				6.957	1.872	8.
nterMeat, Düsseldorf	2	4	9.130	2.970			12.100		12.100	21.100	194	97	291	17				12.015	3.488	15.
nterMopro, Düsseldorf	2	4	7.051	2.054			9.105	336	9.441	23.100	118	72	190	13				8.288	1.931	10.
NTERGASTRA, Stuttgart	2	5	34.208	3.781			37.989	3.474	41.463	78.700	876	116	992	17	92	16	108	78.605	1.604	80.
nternational Green Week, Berlin	1	10	37.723	13.804			51.527	9.153	60.680	118.000	1.034	464	1.498	56				389.460	5.130	394.
NTERNORGA, Hamburg	1	6	46.377	4.724	276		51.377	890	52.267	87.500	948	164	1.112	25	21		21	97.187	3.213	100.
nter-tabac, Dortmund	1	3	7.252	2.659			9.911	724	10.635	21.600	150	135	285	39		1	1	5.483	1.660	7.
SM - International Sweets and Biscuits Fair, Köln	1	4	15.222	32.793			48.015	523	48.538	103.600	230	1.141	1.371	66	14	61	75	10.687	20.184	30.
	_						4.005	200	E 20E	10.000	212	E	210	4	5	-	4.4	4.495	40	4.
lord Gastro & Hotel, Husum	1	2	4.729	166			4.895	390	5.265	10.000	213	5	218	4	5	6	11	4.493	40	4.

⁺ Events with changing venues • Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. "1) Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Multiple answers were permitted "2) Visitor attendance determined by a representative poll in the combination of InterMopro/InterCool/InterMeat/hogatec. Multiple answers were permitted

FKM 🗸			Exhibi	ition S	pace Figures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S _I	pace						Exhibitors	5			Addition represen	ally ited firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 111	Interval	Duration (Days)	Hall Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
ProWein, Düsseldorf	1	3	15.355	23.776		39.131	1.579	40.710	76.700	810	2.585	3.395	51	82	286	368	26.366	10.051	36.417 *
Sachsenback, Dresden		3	6.892	240		7.132	1.244	8.376	17.500	220	6	226	4	7	10	17	8.195	83	8.278 *
Slow Food, Stuttgart	1	4	3.528	483		4.011	1.052	5.063	12.900	344	60	404	7		1	1	34.979	353	35.332
südback, Stuttgart	1	4	18.890	2.056		20.946	2.975	23.921	42.200	390	66	456	15	4	8	12	28.512	1.820	30.332 *
B3 Textiles, Clothing, Shoes, Leather Go	ods,	Jew	elry, and t	heir Equ	uipment														
GDS - Shoes & Accessories - Spring, Düsseldorf	1	3	17.232	20.786		38.018	6.260	44.278	88.300	299	457	756	33				13.725	10.438	24.163 *
 GDS - Shoes & Accessories - Autumn, Düsseldorf 	1	3	16.653	21.294	72	38.019	5.889	43.908	81.900	301	473	774	34				11.554	11.554	23.108 *
GLOBAL SHOES (autumn), Düsseldorf	1	3	261	11.531		11.792	176	11.968	25.700	4	412	416	19				3.667	3.508	7.175 *
Heimtextil, Frankfurt/Main		4	27.356	85.392		112.748	5.452	118.200	220.500	344	2.125	2.469	61	5	1	6	25.442	45.344	70.786 *
 I.L.M. Summer Styles - Int. leather goods fair, Offenbach 	1	4	7.960	3.990		11.950	650	12.600	18.400	152	83	235	14				5.172	1.154	6.326
 I.L.M. Winter Styles - Int. leather goods fair, Offenbach 	1	3	7.862	3.888		11.750	800	12.550	18.400	140	77	217	16				4.642	1.016	5.658
inhorgenta Europe, München	1	4	23.171	6.490		29.661	1.256	30.917	65.000	728	372	1.100	36				21.603	9.800	31.403 *
INTERGEM, Idar-Oberstein	1	4	2.428	137		2.565	120	2.685	5.000	155	9	164	8				2.492	577	3.069
 Kind + Jugend - The Trade Show for Kids' First Years, Köln 		4	16.298	28.253		44.551	1.583	46.134	94.000	164	651	815	40		1	1	5.562	14.311	19.873 *
MIDORA, Leipzig		3	3.161	117		3.278	288	3.566	10.500	110	7	117	5				2.209	85	2.294 *
mtex, Chemnitz TV TecStyle Visions, Stuttgart		3	4.625	1.239		5.864	150 884	1.020	5.000	76 120	24 51	100	18	1	5	6	6.324	1.029	776 * 7.353 *
B4 Building, Completion and Extension,								6.748				.,,,		·			VII.2.		7.1555
BAUMA, München		7	65.326	69.255	134.319 130.168	399.068	323	399.391		1.308	1.948	3.256	54				270.765	149.405	420.170 *
bautec/Build IT/Solar Energy, Berlin		5	14.878	1.045		15.923	7.045	22.968	47.100	529	47	576	23				46.038	3.148	49.186 *
Chillventa, Nürnberg		3	16.000	17.148		33.148	800	33.948	62.500	325	556	881	42				13.471	15.841	29.312 *
DACH + HOLZ, Köln		4	25.435	2.169	1.054	28.658	1.144		61.100	396	77	473	24				38.588	5.064	43.652 *
denkmal, Leipzig		3	6.013	1.598		7.611	704	8.315		340	94	434	15	3		3	10.773	1.428	12.201 *
DEUBAU, Essen		5	19.503	1.025		20.528	655	21.183	55.000	607	45	652	12				64.866	1.869	66.735 *
EXPO REAL, München		3	22.232	6.153	40	28.385	2.319	30.704	64.000	1.278	367	1.645	35	6		6	26.469	9.742	36.211
FACILITY MANAGEMENT, Frankfurt/Main		3	2.120	57	18	2.195	296	2.491	5.050	106	2	108	3	2		2	4.366	101	4.467
FARBE - Paint - finishing & facade, München		4	21.037	2.148	1/1 20	23.185	318	23.503	44.000	369	69	438	17	1		1	40.567	7.272	47.839 * 5.795 *
Haus.Bau.Energie - House building, living, modernizing, Erfurt	2		2.136 33.364	4.333	141 28	37.697	666 651	2.989 38.348	6.700	153 592	99	155 691	17	2		2	46.376	802	47.178 *
IFH/INTHERM, Nürnberg International hardware fair Cologne			20.261	45.891		66.152	560		142.400	394	2.274	2.668	52	2			15.631	25.010	40.641 *
LBA - Reg. building trade exhibtion, Magdeburg		3	1.550	45.691	417	1.967	446	2.413	7.750	108	2.214	108	1	2		2	15.031	25.010	4.799
Light + Building, Frankfurt/Main		6	69.104	58.910		128.601		134.009		841	1.313	2.154	50	1	1	2	104.547	78.564	183.111 *
SHK Essen		4	30.149	30.310	72 313	30.149	384		65.000	505	38	543	13		'		50.538	1.996	52.534 *
B5 Furnishings, Household Appliances, H				eir Equip	oment	30.143	304	30.333	03.000	303	30	343	13				30.330	1.550	32.334
Blickfang, Stuttgart	1	3	1.135	64		1.199		1.199	3.500	123	33	156	7						15.239
Focus Küche & Bad - Kitchen&Bath, Enger/Hiddenh.	1	6	4.657			4.657		4.657	8.300	61	1	62	2	2	2	4	7.795	1.137	8.932
DOMOTEX, Hannover	1	4	19.482	62.804		82.286	5.007	87.293	160.900	253	1.123	1.376	65				17.223	21.481	38.704 *

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			Exhib	ition S	pace Fi	gures	(sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
FKMV	Years)	(Days)	Rented S	pace							Exhibitor	s			Addition	ally ted firms		Entries (Explanat	tions see p	o. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic		Total	Domestic		
mm cologne - The international furniture show, Köln	1	6	58.722	60.405			119.127	4.306	123.433	242.200	371	568	939	44	19	25	44	71.097	29.302	100.3
OW - Furniture Components and Accessories, Bad Salzuflen	1	4	10.660	7.067			17.727		17.727	32.200	377	282	659	36	1	5	6	11.859	6.871	18.7
B6 Health, Body Care, Protection at Wor	k an	nd th	oir Fauinr	nont																
ALTENPFLEGE, Hannover		3	21.833	885			22.718	1.320	24.038	66.100	639	43	682	16						30.9
Arbeitsschutz aktuell - Industrial safety, Leipzig		3	5.436	447			5.883	1.257	7.140		178	24	202	14				10.717	196	10.
BEAUTY INTERNATIONAL, Düsseldorf		3	21.536	2.714			24.250	3.842		69.300	511	95	606	21				10.717	150	47.
Beautyworld, Frankfurt/Main		3	3.566	2.003			5.569	496		17.900	97	123	220	29				6.148	3.101	9.2
EXPOPHARM, München		4	19.522	1.323			20.845	512	21.357		403	80	483	21				21.978	3.878	25.
Fachdental Leipzig		2	4.186	179			4.365	181	4.546		197	12	209	8	1	1	2	2	2.370	4.
FACHDENTAL SÜDWEST, Stuttgart		2	4.433	254			4.687	181	4.868	11.000	210	21	231	11	3	3	6	7.241	148	7.
Hair & Beauty, Frankfurt/Main		2	3.748	449			4.197	1.714	5.911		92	21	113	8				15.628	2.633	18.
nterbad, Stuttgart		4	11.158	4.857		42	16.057	488	16.545		322	136	458	26	15		15	11.919	3.764	15.
MEDICA / COMPAMED, Düsseldorf		4	52.465	73.416	171		126.052	643	126.695		1.397	3.630	5.027	66				62.845	74.372	137.
Medizin, Stuttgart		3	2.680	38	171		2.718	449	3.167	10.500	155	4	159	4	2		2	5.990	61	6.
ORTHOPÄDIE & REHA-TECHNIK, Leipzig		4	9.465	4.582			14.047	1.592	15.639	40.000	258	231	489	30				13.463	7.739	21.
Pflege & Reha, Stuttgart		3	4.547	148			4.695	320	5.015		248	11	259	6	4	2	6	8.290	84	8.
REHACARE International, Düsseldorf		4	22.465	6.711			29.176	393	29.569	67.900	517	275	792	29				45.064	7.520	52.
Top Hair, Düsseldorf		3	4.510	623			5.133	4.213		28.900	120	27	147	11					7.020	28.
D7 Fording over the Colored Colored		C-			والمراجعة المراجعة	F	4													
B7 Environment Protection, Safety, Clea								40.074	400.474	200 400	4.746								45.450	400
FAT ENTSORGA, München		5	70.426	32.849	8.364	2.781	114.420	16.054				1.014	2.730	49				64.417	45.172	109.
NTERSCHUTZ - DER ROTE HAHN, Leipzig		6	30.394	20.880	8.010	12.374	71.658	18.104		150.300	595	625	1.220	46				97.380	25.886	123.
SECURITY, Essen		4	26.056	8.911			34.967	1.184	36.151	75.000	583	495	1.078	38				25.728	15.502	41.2
B8 Transport, Traffic, Logistics, and their	r Eq u	ıipm	ent																	
AIRCRAFT INTERIORS EXPO, Hamburg	1	3	4.846	9.981			14.827	96	14.923	30.000	199	334	533	27				4.691	2.561	7.
AIR MAGDEBURG, Magdeburg	2	3	1.682	94	2.496		4.272		4.272	9.600	76	3	79	4						6.
auto mobil with Kulinaria & Vinum, Dresden	1	3	4.982	26	32		5.040	1.723	6.763	17.300	195	6	201	4	1		1			15.
AUTO Trend, Rostock	1	3	6.394		1.250		7.644	2.556	10.200	17.200	72		72	1						15.
Automechanika, Frankfurt/Main	2	6	58.887	99.099	8.807	3.364	170.157	793	170.950	281.200	826	3.645	4.471	76				69.676	84.161	153.
Bremen Classic Motorshow, Bremen	1	3	11.212	2.237			13.449	7.361	20.810	35.000	398	66	464	12				32.191	2.423	34.
eCarTec / MATERIALICA, München	1	3	8.674	2.026	357	35	11.092	936	12.028	30.200	381	128	509	25	23	3	26			12.
Hannover Messe: MobiliTec, Hannover		5	2.071	224	33	18	2.346		2.346	5.100	79	12	91	8				36.089	4.279	40.
nnoTrans, Berlin	2	4	34.494	39.469	4.966	2.242	81.171		81.171	141.200	999	1.244	2.243	45	243	499	742	52.664	53.936	106
ogiMat, Stuttgart		3	19.317	3.162	130		22.609	1.234		52.800	650	109	759	22				17.462	1.833	19
REIFEN - No. 1 in Tires and More, Essen		4	13.705	11.350	859	21	25.935	200	26.135	49.700	203	379	582	41	14	6	20	6.648	11.347	17.
SMM, Hamburg	2	4	25.639	25.105	528	871	52.143	304	52.447	89.000	688	1.305	1.993	59	4	3	7	32.561	15.043	47
Retro Classics, Stuttgart		4	24.505	2.364			26.869	14.158		104.900	613	58	671	14				57.711	2.405	60.

[•] Recognized by UFI — The Global Association of the Exhibition Industry were permitted * Visitors Profil Analyses see page 27 ff. * Visitors Profil Analys

FKM 🗸		(6	Exhib	ition S	pace Figu	ires	(sq.m.))			Exhib	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	Duration (Days)	Rented S	pace							Exhibitor	S			Addition represer	ally ited firms		Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 111	Interval	Duratio	Hal Domestic		Open Air Domestic For		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
B9 Information, Communication, Office	, Ente	ertaiı	nment Ele	ctronics	, Photo, Film	, and	their Equ	ıipment												
CeBIT, Hannover		5	113.730	37.790	546		152.066	11.681	163.747	281.900	1.906	1.681	3.587	73				270.148	49.554	319.702
e_procure & supply, Nürnberg		2	2.133	84			2.217	100	2.317	5.000	106	7	113	3				2.350	204	2.554
EuroCIS, Düsseldorf	1	3	4.498	970			5.468	114	5.582		145	45	190	22				3.172	1.831	5.003
HIGH END, München	1	4	7.489	2.628			10.117	397	10.514	16.500	142	115	257	25						14.86
mailingtage, Nürnberg	1	2	6.009	340			6.349	880	7.229	16.900	361	23	384	8				7.293	574	7.86
ORGATEC, Köln	2	5	26.810	30.788			57.598	1.491	59.089	105.000	227	363	590	41	12	2	14	28.183	22.054	50.23
photokina, Köln	2	6	24.539	32.209			56.748	11.063	67.811	150.000	314	585	899	41	96	256	352	96.667	28.387	125.054
ProLight + Sound, Frankfurt/Main	1	4	13.339	17.488	364	356	31.547	2.050	33.597	72.400	331	494	825	40				17.023	13.793	30.81
viscom frankfurt, Frankfurt/Main	1	3	6.171	1.872			8.043	1.667	9.710	18.200	200	88	288	23				10.351	1.749	12.100
B10 Education, Setting up a business																				
didacta, Köln		5	28.619	960			29.579	4.720	34.299		787	57	844	20	25	3	28	108.268	3.695	111.96
LEARNTEC, Karlsruhe	1		1.996	223			2.219	931	3.150	12.500	121	28	149	10				3.549	267	3.81
START Bayern, Nürnberg	1		1.127	23			1.150	300	1.450	3.450	90	3	93	3	15		15			1.20
START Niedersachsen, Hannover	1		938	31			969	340	1.309	3.450	83	4	87	5	20		20			91
START Nordrhein-Westfalen, Essen	1	2	1.836	89			1.925	200	2.125	5.900	135	10	145	7	13	1	14			2.955
B11 Sports, Games, Leisure, and their E	• •		i																	
ABF - Leisure and Sales Exhibition, Hannover		9	30.796	957	99		31.852	3.991		101.900	766	38	804	13						121.46
aktiv+vital with bike+outdoor, Dresden		3	1.910	13			1.923	6.986	8.909		169	3	172	4						11.66
ANIMAL, Stuttgart		3	3.151	198			3.349	10.958		32.400	183	12	195	8				39.826	422	40.24
boot, Düsseldorf	1		48.294	41.210	206	13	89.723	12.531	102.254		900	677	1.577	56				187.860	42.926	230.78
BOATFIT, Bremen		3	2.455	125			2.580	1.010	3.590	8.450	134	12	146	7				9.460	272	9.73
CARAVAN, Bremen		3	8.892	9			8.901	178	9.079		75	1	76	2						21.64
CARAVAN SALON, Düsseldorf	1	10	63.013	17.078		202	80.876	4.716		135.600	399	146	545	22				148.326	23.149	171.47
CMT - The Holiday exhibition, Stuttgart	1	9	44.834	9.236	89		54.159	7.737	61.896	102.500	1.384	559	1.943	67				204.683	2.068	206.75
The NRW holiday fair, Essen	1	5	25.842	3.090			28.932	2.877	31.809	72.400	747	166	913	24				97.491	885	98.37
Dresdner Reisemarkt, Dresden	1	3	4.028	1.205	39		5.272	2.193	7.465	18.300	341	126	467	30	79	13	92			21.62
f.re.e - The new C-B-R, München	1	5	18.445	6.941	120		25.506	10.507	36.013	76.400	864	567	1.431	54	90	33	123	95.287	963	96.25
FIBO, Essen	1	4	22.001	12.172	140		34.313	3.274	37.587	75.700	316	240	556	30	7	7	14	44.602	8.496	53.09
Freizeit Messe - Leisure fair, Nürnberg	1	9	17.246	1.663			18.909	4.266	23.175	51.000	467	87	554	16						109.95
Frühling-Blumen-Freizeit, Münster	2	5	4.325	69			4.394	650	5.044	18.800	222	4	226	3						38.83
Garten München, München	1	7	3.165	502			3.667	857	4.524	11.200	83	15	98	7	2		2	78.043	2.331	80.37
Garten, Stuttgart	1	4	4.030	36	6		4.072	1.147	5.219	10.500	111	3	114	4	4	1	5			42.13
GOLF EUROPE, München		3	2.290	2.869			5.159	102	5.261	11.100	87	113	200	24				1.894	1.800	3.69
hanseboot, Hamburg	1		20.206	8.063	724 1	.978	30.971	3.569	34.540	76.100	558	147	705	24				80.490	5.596	86.086
HANSEPFERD, Hamburg	2	3	11.234	1.565			12.799	12.071	24.870	48.200	417	52	469	16				43.940	805	44.74

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 * Visitors Profil Analyses see page 27 ff.
 Multiple answers were permitted
 Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted
 Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Multiple answers were permitted

			Exhib	ition S	pace Figur	es (sq.ı	m.)				Exhibi	tor fig	ures					Visito	r figur	es
FKM	Years)	(Days)	Rented S	pace							Exhibitors	5			Addition	nally nted firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic Fore	ign Tota		oecial nows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries			Total	Domestic		Total
HAUS + GARTEN, Essen	1	5	4.753	94		4.8	47 3	3.844	8.691	27.000	257	7	264	5						46.65
hobby + elektronik, Stuttgart	1	4	2.747			2.7	47	1.451	4.198	10.500	60		60	1				55.542	561	56.10
IMA, Düsseldorf	1	4	11.127	781		11.9	08	222	12.130	22.500	141	26	167	11	6	8	14	7.570	936	8.50
International Mineral and Fossil Exchange (April)	1	3	1.336	212		1.5	48	249	1.797	10.500	190	45	235	20						15.40
Interzoo, Nürnberg	2	4	18.239	31.328		49.5	67		49.567	90.800	323	1.175	1.498	52				14.475	23.849	38.32
ispo - winter, München	1	4	22.668	67.168		89.8	36	8.582	98.418	167.000	346	1.719	2.065	46				20.930	42.588	63.51
ITB - Travel trade show, Berlin	1	5	28.698	60.354	175	89.2	27		89.227	160.000	1.566	5.667	7.233	185	995	2.602	3.597	59.630	13.178	72.80
IWA & OutdoorClassics, Nürnberg	1	4	12.864	22.336		35.2	00	597	35.797	62.000	302	839	1.141	53				13.073	19.141	32.21
Kreativ- & Bastelwelt, Stuttgart	1	4	2.578	175		2.7	53	1.169	3.922	11.000	118	12	130	7						37.57
MAGDEBOOT, Magdeburg	1	3	2.820	21	252	3.0	93	175	3.268	7.700	99	2	101	3						7.85
modell-hobby-spiel, Leipzig	1	3	9.808	545	153	10.5	06 23	3.007	33.513	83.200	455	32	487	9	5	1	6	93.009	3.174	96.18
MODELLBAU SÜD, Stuttgart	1	4	1.298	123		1.4	21 !	5.168	6.589	13.500	80	10	90	8				47.044	960	48.00
Musikmesse, Frankfurt/Main		4	18.346	24.657	92 1	31 43.2		1.700	44.926	98.300	542	954	1.496	46				51.947	25.662	77.60
outdoor / fahrrad.markt.zukunft, Bremen		2	3.223	231		3.4		3.578	7.032	13.200	126	10	136	5				12.223	49	12.27
Pferd, Stuttgart		3	2.472	235		2.7		4.176	6.883	20.900	110	11	121	8						23.83
Pferd & Jagd, Hannover		4	18.276	1.641	58	19.9		8.534	28.509	78.000	639	73	712	19						69.56
Reiselust, Bremen		3	3.005	316		3.3		389	3.710	9.300	264	29	293	12				16.788	221	17.00
REISEN HAMBURG, Hamburg		5	18.321	2.011	15	20.3		1.321	21.668	51.700	624	234	858	53				56.672	515	57.18
reiten - jagen - fischen - riding, hunting, fishing, Erfurt		3	3.703	259	408	4.3		3.214	7.584	14.800	162	13	175	9						22.83
Spielwarenmesse - International Toy Fair, Nürnberg			51.101	52.645		103.7			103.746		857	1.774	2.631	63	6	20	26	35.918	40.302	76.22
spoga horse (spring), Köln		3	3.652	3.911		7.5		81	7.644	16.800	73	140	213	22	2	3	5	1.810	1.995	3.80
Süddeutsche Spielemesse, Stuttgart		4	2.133	60		2.1		2.777	4.970	13.400	87	4	91	5				1.010	1.555	39.06
spoga+gafa / spoga horse (autumn), Köln		3	37.532	74.361		111.8			113.952		424	1.583	2.007	57	6	33	39	13.061	19.071	32.13
TourNatur, Düsseldorf		3	3.531	475		4.0		1.550	5.556	14.600	186	63	249	13				13.001	15.071	40.85
Touristik & Caravaning International, Leipzig		5	18.824	3.090		21.9		6.387	28.301		734	253	987	45	73	27	100	60.954	1.627	62.58
B12 Electrical Engineering and Electroni			10.024	3.030		21.5	14	0.507	20.301	34.100	734	233	307		75		100	00.554	1.027	02.50
belektro, Berlin	2	3	8.808	232		9.0	40	1.990	11.030	24.300	204	15	219	10				14.299	277	14.57
electronica, München	2	4	46.180	30.895		77.0	75 2	2.038	79.113	143.000	1.056	1.522	2.578	46	89	293	382	38.186	33.999	72.18
embedded world, Nürnberg	1	3	10.882	3.876		14.7	58		14.758	30.000	410	320	730	32				13.683	4.667	18.35
Hannover Messe: CoilTechnica, Hannover	2	5	1.032	901		1.9	33		1.933	4.400	35	32	67	13				36.919	6.566	43.48
PCIM, Nürnberg		3	3.440	2.243		5.6	83	144	5.827	11.300	126	128	254	22	9	62	71	3.981	2.338	6.31
SMT / HYBRID / PACKAGING, Nürnberg	1	3	10.841	2.043		12.8	84	389	13.273	26.000	394	161	555	28	13	25	38	16.637	5.604	22.24
SPS/IPC/DRIVES, Nürnberg		3	50.162	6.915		57.0		280		94.200	1.008	315	1.323	32	134	66	200	41.881	10.147	52.02
B13 Metal-Working, Automation, Measu	ıring	, Qu	ality Assu	rance																
ALUMINIUM, Essen	_	3	11.483	16.501		27.9	84	641	28.625	60.700	377	495	872	48				8.944	8.256	17.20
AMB, Stuttgart		5	49.117	13.719		62.8		730		105.700	1.012	334	1.346	28	33	20	53	76.720	9.482	86.20
AUTOMATICA, München		4	21.913	4.128		26.0		889		44.000	481	222	703	42				20.772	9.870	30.64

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry Stitute Profil Analyses see page 27 ff. Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor attendance determined by a representative poll of Caravan Salon/TourNatur. Multiple answers were permitted Visitor att

FKM 🗸	_		Exhibi	ition S	pace Figu	res	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitors	s			Addition represen	ally ited firms		Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 111	Interval	Duration (Days)	Hal Domestic		Open Air Domestic For	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Composites Europe, Essen	1	3	3.453	1.451			4.904	802	5.706	12.100	129	59	188	19	44	19	63	5.603	2.498	8.101 *
EuroBLECH, Hannover	2	5	42.937	35.708			78.645		78.645	135.000	780	675	1.455	43				38.409	23.045	61.454 *
EUROGUSS, Nürnberg	2	3	5.863	3.376			9.239	460	9.699	19.500	205	159	364	27				5.389	1.752	7.141 *
GrindTec, Augsburg	2	4	9.004	3.133			12.137	273	12.410	25.400	237	130	367	23				8.439	2.813	11.252 *
Hannover Messe: Digital Factory, Hannover	1	5	3.010	782			3.792	531	4.323	7.800	163	21	184	13				40.785	4.481	45.266 *
Hannover Messe: Industrial Automation, Hannover	1	5	41.464	8.204	504		50.172	2.742	52.914	89.900	629	352	981	32				78.496	12.778	91.274 *
Hannover Messe: MicroNanoTec, Hannover	1	5	1.394	517			1.911	165	2.076	4.800	76	27	103	12				41.177	4.831	46.008 *
Hannover Messe: Power Plant Technology, Hannover	1	5	1.128	247			1.375		1.375	2.500	20	18	38	10				33.589	7.076	40.665 *
METAV, Düsseldorf	2	5	21.444	10.677			32.121		32.121	44.700	507	185	692	27				41.111	3.575	44.686 *
NORTEC, Hamburg	2	4	6.659	240			6.899	2.908	9.807	20.600	312	28	340	9	3	1	4	10.076	216	10.292 *
SENSOR + TEST, Nürnberg	1	3	5.738	1.360			7.098	1.918	9.016	16.000	374	135	509	27				5.973	1.401	7.374 *
Tube, Düsseldorf	2	5	15.081	29.437			44.518	859	45.377	80.300	340	832	1.172	51				15.213	16.748	31.961 *
wire, Düsseldorf	2	5	16.137	35.686			51.823	674	52.497	91.600	331	886	1.217	52				14.709	22.435	37.144 *
B14 Plastic and Wood Processing																				
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg		4	69.837	16.535			86.372			144.300	931	342	1.273	33				87.338	16.636	103.974 *
K - Intern. Trade Fair Plastics + Rubber, Düsseldorf	3	8	64.912	97.175	6		162.093	1.165	163.258	257.000	1.072	2.022	3.094	56				95.891	126.595	222.486 *
B15 Power Supply Industry																				
CEP CLEAN ENERGY POWER, Stuttgart	1	3	3.777	516	95		4.388		4.388	10.700	186	29	215	8	2		2	10.737	470	11.207 *
DENEX, Wiesbaden	1	2	701	16	67	21	805		805	2.050	59	3	62	3						668
E-world energy & water, Essen	1	3	15.210	2.848			18.058	577	18.635	37.100	422	83	505	19				14.479	2.012	16.491 *
Hannover Messe: Energy, Hannover	1	5	25.269	10.753	373	49	36.444		36.444	63.500	470	540	1.010	47				71.725	11.386	83.111 *
Husum WindEnergy, Husum	2	5	17.008	6.712	1.445	240	25.405	4.846	30.251	48.800	643	329	972	28				23.236	12.622	35.858 *
● Intersolar, München	1	3	41.607	32.428	2.644	963	77.642	1.575	79.217	134.500	895	984	1.879	43				49.333	23.547	72.880
new energy husum, Husum	1	4	4.632	557	636	90	5.915	1.620	7.535	10.500	212	30	242	14				15.319	1.497	16.816 *
RENEXPO, Augsburg	1	4	5.424	750	1.388	36	7.598		7.598	19.500	302	46	348	13	1		1	13.317	850	14.167 *
waste to energy, Bremen	1	2	958	233			1.191	1.036	2.227	6.500	72	14	86	6				697	289	986 *
B16 Other Investment Goods Industries																				
Analytica, München	2	4	17.121	6.346	64		23.531	748	24.279	55.200	625	369	994	37	16	17	33	21.480	10.581	32.061 *
BIOTECHNICA, Hannover	1	3	5.790	1.819			7.609	1.895	9.504	23.400	320	162	482	23				7.771	1.943	9.714 *
FachPack/PrintPack/LogIntern, Nürnberg	1	3	41.085	7.784			48.869	242	49.111	89.500	1.066	284	1.350	29				28.626	6.734	35.360 *
FMB - Supplier Show for the Machinery Industry, Bad Salzuflen	1	3	5.736	199			5.935		5.935	12.800	396	20	416	10	7	5	12	5.918	207	6.125
glasstec with solarpeq, Düsseldorf	2	4	21.073	40.805	28	87	61.993	7.136	69.129	123.400	387	783	1.170	52				18.960	25.338	44.298 *
Hannover Messe: Industrial Supply, Hannover	1	5	14.120	14.860	13		28.993	1.528	30.521	53.300	542	962	1.504	49				50.322	10.527	60.849 *
Hannover Messe: Research & Technology, Hannover	1	5	7.400	1.083	180		8.663		8.663	15.800	376	98	474	21				46.675	5.418	52.093 *
Opti – Intern. trade show for trends in optics, München	1	3	14.973	3.330			18.303	444	18.747	35.000	277	144	421	24				16.268	4.303	20.571
INTERGEO, Köln	1	3	8.986	3.652	50	151	12.839		12.839	28.000	344	182	526	30				12.010	3.388	15.398 *

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff. 19 Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were

EKM	<u> </u>	(6	Exhib	ition S	pace Fig	jures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years	(Days	Rented S	pace							Exhibitors	;			Additional representation	ally ted firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
LASYS, Stuttgart	2	3	2.708	869			3.577	677	4.254	12.700	114	72	186	16	2	1	3	2.709	1.161	3.870
MAINTAIN, München	2	3	3.954	354			4.308	248	4.556	9.600	166	22	188	12	4	1	5	3.007	385	3.392
MUT - Exh. of medium sizes business, Leipzig	1	1	1.122	6			1.128		1.128	6.950	142	2	144	2						1.10
O & S - Surface treatments & coatings, Stuttgart	2	3	5.839	750			6.589	212	6.801	17.200	263	58	321	14				3.611	960	4.57
POWTECH/TechnoPharm, Nürnberg	1	3	19.649	6.115	28		25.792		25.792	48.800	684	272	956	29				11.965	6.416	18.38
Rapid.Tech, Erfurt		2	582	6			588	74	662	2.200	55	2	57	3				988	151	1.13
RESALE, Karlsruhe		3	4.672	2.107	1.748	614	9.141		9.141	23.000	297	170	467	28				2.955	3.272	6.22
SIT - Saxon fair for Industry & Technology - with LiMA, Chemnitz		3	1.893		40		1.933	119	2.052	7.500	174	3	177	2	4	3	7			2.270
VISION, Stuttgart		3	4.939	2.751			7.690	377	8.067	21.000	181	142	323	26	2	3	5	4.456	2.296	6.752
B17 Other Consumer Goods and Service	Indu	ıstrie	es																	
BioFach / Vivaness, Nürnberg	1	4	20.800	22.596			43.396	2.485	45.881	89.300	823	1.734	2.557	87				26.843	16.826	43.669
CADEAUX - March, Leipzig	1	3	8.986	381			9.367	1.013	10.380	25.600	288	18	306	11	1		1			7.03
CADEAUX - September/Comfortex, Leipzig		3	13.764	776			14.540	1.512	16.052	41.300	506	84	590	15	1		1	11.601	129	11.73
Christmasworld, Frankfurt/Main		5	24.864	27.858			52.722	1.489	54.211	98.000	277	691	968	35				13.731	16.426	30.15
DKM - Finance and insurance, Dortmund		3	9.411	505			9.916	1.105	9.916	23.200	314	17	331	9				12.460	119	12.57
Invest, Stuttgart		3	4.104	814			4.918	1.900	6.818	20.900	154	49	203	13				14.172	438	14.61
Moderner Staat, Berlin		2	3.493	103			3.596	1.250	4.846	8.450	212	3	215	4						4.188
Paperworld, Frankfurt/Main		4	22.555	40.978			63.533	1.811		138.200	437	1.668	2.105	66				18.422	27.099	45.52
Promotion World, Hannover		5	2.239	203			2.442	273	2.715	6.600	104	6	110	6				16.530	2.318	18.84
PSI Messe, Düsseldorf		3	20.829	14.924			35.753	1.023	36.776	62.300	492	396	888	31	18	10	28	7.714	9.262	16.97
Werkstätten: Messe, Nürnberg		4	5.625	228			5.853	104	5.957	13.000	226	23	249	8	10	10	20	7.714	3.202	17.202
B18 Arts and Antiques																				
Antiques exhibition, Münster	1	5	1.481	191			1.672		1.672	6.050	67	9	76	6						6.159
C GENERAL CONSUMER EXHIBITIONS																				
afa Augsburg Spring Exhibition, Augsburg		9	14.898	643	890		16.431	2.758	19.189	42.100	432	16	448	4						85.22
Allgäuer Festwoche, Kempten	1	9	5.785	231	7.973	89	14.078	576	14.654	25.000	353	15	368	5						117.18
Americana, Augsburg	1	5	5.157	1.743	1.099	85	8.084	4.091	12.175	34.700	171	49	220	10						34.69
CONSUMENTA, Nürnberg	1	9	22.394	1.920			24.314	13.333	37.647	76.600	837	68	905	18						144.67
Dresdner Ostern - Garden, pet, handicraft, Dresden	1	4	3.721	249	259		4.229	7.327	11.556	19.800	253	11	264	5						42.78
DU UND DEINE WELT, Hamburg	1	9	12.681	1.806			14.487	8.847	23.334	45.100	472	71	543	33				93.030	562	93.59
Familie + Heim / Int. Mineral and Fossil Exchange, Stuttgart	1	9	13.274	806			14.080	3.621	17.701	42.900	559	71	630	22						61.58
Giardina / INVENTA, Karlsruhe	1	4	10.052	336			10.388	841	11.229	26.800	391	15	406	6	6	2	8			35.68
HanseLife, Bremen	1	9	15.463	710	899	16	17.088	4.331	21.419	39.900	730	15	745	7						70.43
Home - Garden - Leisure / Central German Handicrafts Fair / Residential Fair, Leipzig	1	9	25.609	1.549			27.158	7.840	34.998	86.700	1.108	73	1.181	16	4		4	174.538	1.585	176.12
Import Shop, Berlin		5	3.137	3.059			6.196	313		18.900	262	301	563	51				42.607	649	43.256
Infa - Information and sales exh., Hannover		9	26.571	1.998	436		29.005	4.991		91.100		81	1.174	24					0.15	213.294

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry visitors Profil Analyses see page 27 ff. ascertained by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

MANNHEIMER MAIMARKT, Mannheim Messe Wächtersbach, Wächtersbach MODE-HEIM-HANDWERK, Essen Neue Messe Rosenheim, Rosenheim OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1 1 2	11 9 9	33.552 6.154	s	Open A Domestic F			Special			Exhibitors				Additiona represent	ally ted firms		Entries (Explanati	ons see p.	9)
MANNHEIMER MAIMARKT, Mannheim Messe Wächtersbach, Wächtersbach MODE-HEIM-HANDWERK, Essen Neue Messe Rosenheim, Rosenheim OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1 1 1 2	11 9 9	33.552 6.154	Foreign				Special												
Messe Wächtersbach, Wächtersbach MODE-HEIM-HANDWERK, Essen Neue Messe Rosenheim, Rosenheim OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1 1 2 1	9	6.154	2,064		- J	Total	Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
MODE-HEIM-HANDWERK, Essen Neue Messe Rosenheim, Rosenheim OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1 2 1	9			32.320	207	68.143	5.614	73.757	179.700	1.373	83	1.456	21						339.11
Neue Messe Rosenheim, Rosenheim OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	2			170	5.225	60	11.609	4.312	15.921	26.900	384	14	398	11						64.01
OBERRHEIN-MESSE, Offenburg Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1	9	9.625	923			10.548	6.440	16.988	51.700	573	36	609	12						138.50
Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen			6.945	1.043	2.050		10.038	1.590	11.628	17.900	334	40	374	8	26	6	32			50.11
Offerta, Karlsruhe Passauer Frühling DreiLänderMesse, Passau REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	1	_	9.709	753	9.940	216	20.618	2.767	23.385	52.700	466	29	495	13	8		8	55.889	7.049	62.93
REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen		9	22.252	1.514	980		24.746	2.827	27.573	54.400	748	52	800	14	11	1	12			135.2
REGIO, Lörrach Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen	2	9	8.310	1.710	1.822	139	11.981	1.685	13.666	23.000	369	85	454	7	15	7	22			69.08
Rheinland-Pfalz-Ausstellung, Mainz Südwest Messe, Villingen-Schwenningen		10	8.892	660	1.918	107	11.577	3.781		29.000	447	31	478	7	96	32	128	52.787	8.238	61.0
Südwest Messe, Villingen-Schwenningen	1		12.659	547	2.845		16.051	1.849		33.500	788	21	809	11						76.8
	1		13.998	547	18.085	66	32.696	1.724	34.420		698	27	725	9	42	11	53			105.6
	1		9.133	173			9.306	3.000		23.000	557	10	567	5	31		31			65.60

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 27 ff.

RENEXPO® (2009) ---- Augsburg

Basic data trade visitors

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

Basic data private visitors

Proportion of private visitors	34%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	2
Total Germany Baden- Württemberg 4 Westphalia Bavaria 95 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Sakony-Anhalt Hesse - Holstein West Pommerania Lower Saxony - Thuringia	99
Total Foreign	1
of which EU	67
Other	33
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 15 2 1 7 25 18 2 2 2 4 4 4 17
Frequency of visits to trade fair	%
2008	19
2007	20
2006	15
Earlier events	11
First visit	55

Basic data all visitors

Region of residence	
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 47 23 20 9
Total Germany	95
Baden- North Rhine- Württemberg 8 Westphalia Bavaria 86 Rhineland-	1
Berlin 1 Palatinate	1
Brandenburg - Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein	- 1
West Pommerania - Thuringia Lower Saxony 1	1
Total Foreign of which EU	5 74
Other	26
Position in the company/organization 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 18
Other salaried staff/public service Skilled worker	11
Skilled worker Lecturer, teacher, scientific assistant	11
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	11 3 2
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	11 3 2 3 10
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	11 3 2 3 10 1 6
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	11 3 2 3 10 1
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	111 3 2 3 10 1 6 2
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	111 3 2 3 10 1 6 2 27
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007 2006	111 3 2 3 10 1 6 2 27 23 17
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007	111 3 2 3 10 1 6 2

Additional data trade visitors

Economic sector	%
Public office, authority, ministry Plant construction, industry, production Architect's, planner's, engineer's office,	11
energy consultant Energy supplies	13 8
Financing, business promotion, insurance Agriculture and forestry	2 10 8
Trade/sales Skilled trades, installation, sanitary/heating/ air-conditioning	15
Science, research, development Other	3 8 12
Student Other not gainfully employed	12
Influence on purchasing/ procurement decisions	%
Decisively	32 25
Collectively In an advisory capacity	16
No Student	12 12
Other not gainfully employed	3
Area of responsibility	% 34
Management Research/development/design	8
Planning/work preparation Manufacture/production	14
Production, quality control	8 2 7
Buying/procurement Finance/accounting, controlling	7 4 1) 3
Information, communication technology (EDP Administration/organization/personnel/) 3
social welfare/training	5 15
Marketing/sales/advertising/PR Storage/material management/logistics/	15
transport Maintenance/repairs	3 7
Other area	13
Student Other not gainfully employed	12 3

Jumbe	r of	empl	ovees:	
1-	4	37		999

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

Additional data private visitors

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GrindTec (2008) ---- Augsburg

Basic data trade visitors

Total number of visitors	11 069
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	12 38
over 300 km	41
Total Germany	75
Baden- North Rhine- Württemberg 37 Westphalia	7
Bavaria 40 Rhineland-	
Berlin 1 Palatinate Brandenburg - Saarland	1
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 2	4
Total Foreign	25
of which EU	53
Rest of Europe	30
Asia other	8 9
Switzerland Austria Poland Italy Czech Republic	25 14 9 6
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	11
Managing director, board member, head of an authority etc. Senior department head, other employee	9
with managerial responsibility	4
Department head, group head	13 28
Other salaried staff Foreman, master craftsman	12
Skilled worker	18
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position Other not gainfully employed	i
Frequency of visits to trade fair	%
2006 2004	32 24
2004	24 15
2000	14
Earlier events	11
First visit	59

Additional data trade visitors

Metalworking industry 6 Cutting machine specialists 1 Other industry Wood, plastics processing industry Glass, ceramic, stone industry Service Metal trade Trade Other skilled trades	
Influence on purchasing/ procurement decisions 9 Decisively 2 Collectively 3 In an advisory capacity 2 No 1	3
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area	9 1 5 9 2 4 - 1
1- 4 9 200- 499 1 5- 9 9 500- 999 1 10- 49 21 1 000- 9 999 1	0
Length of stay 1. Length of stay (days): one 81 three 3 two 14 four 2 2. Average length of stay 1,3 day 3. Share of visitors on the event's days:	

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Basic data trade visitors

Total number of visitors	17 281
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	31
more than 50 km up to 100 km	12
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	35
Total Germany	79
Baden- North Rhine- Württemberg 6 Westphalia	63
Bavaria 6 Rhineland-	
Berlin 1 Palatinate	1
Brandenburg - Saarland	-
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1 1
Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 13	
Total Foreign	21
of which EU	80
Rest of Europe	9
Other	12
The three countries with the highest	01
visitor shares	%
Netherlands Great Britain	11 9
Italy	8
italy	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 30
Managing director, board member,	
head of an authority etc. Senior department head, other employee	15
with managerial responsibility	7
Department head, group head Other salaried staff/public service	15
Other calaried staff/public comics	19
Other Salarieu Stall/public Service	4
Skilled worker	4
Skilled worker Lecturer, teacher, scientific assistant	
Skilled worker Lecturer, teacher, scientific assistant Trainee	1
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3 7
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	3 7 4
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008	3 7 4 ——————————————————————————————————
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	3 7 4

Additional data trade visitors

Economic sector Office furniture Kitchen furniture Bathroom furniture	% 17 25 15
Living room, bedroom and teenagers' furniture Furniture trade Interior work, joinery Free-lance designer Interior designer	16 6 17 4 5
Media Timber trade Supplier Other	1 5 23 20
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 37 30 18 12 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 41 21 20 19 9 26 9 P) 6 8 33
Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 999 50 - 99 11 10 000 and more 100 - 199 11 Student	% 10 7 9 1
Length of stay 1. Length of stay (days): one 70 three 5 two 20 four 5	%
	days %

Conducted by: NordWestConsult GmbH, Bielefeld

bautec

Basic data trade visitors

Total number of visitors	49 186
Proportion of trade visitors	83%
Region of residence up to 50 km	% 66
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 11 16
Total Germany	92
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 1 Rhineland-	2
Berlin 53 Palatinate Brandenburg 29 Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig-	3 2
Mecklenburg- Holstein West Pommerania 2 Thuringia Lower Saxony 3	1
Total Foreign of which EU	8 37
Rest of Europe	18
Middle East other countries	33 12
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 39
head of an authority etc.	6
Senior department head, other employed with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service Skilled worker	16 6
Lecturer, teacher, scientific assistant	
Trainee Other position	3 7 2 7
Student	7
Other not gainfully employed	
Frequency of visits to trade fair	% 33
2008 2006	25
2004 Earlier events	19 18
First visit	41

-----> Berlin

Additional data trade visitors

Economic sector	%
Industry	9
Construction industry	31
Other skilled trades	7
Retail trade/building materials trade	3
Wholesale/foreign trade	3
Building owner	3
Authority/public services	5
Architect's, planner's, engineer's office	17
Other service	7
Research/science	2
Association/quild/chamber	1
Universities	2
Other sectors	3
Student	5
Other not gainfully employed	3

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity	9/6 30 27 20
No Student Other not gainfully employed	14

Area of responsibility	9/	
Management	26	5
Research/development/design	8	
Planning/work preparation	24	1
Manufacture/production	12	2
Production, quality control	4	1
Buying/procurement	(EDP) 3	9
Finance/accounting, controlling	4	1
Information, communication technology	(EDP) 3	3
Administration/organization/personnel/		
social welfare/training	3	3
Marketing/sales/advertising/PR	3	9
Storage/material management/logistics/		
transport	3	3
Maintenance/repairs	10)
Other area	14	1
Student	7	7
Other not gainfully employed	- 2	2
2		

Number of			%
1- 4	33	500 - 999	4
5- 9	11	1 000 - 9 999	
10- 49	18	10 000 and more	3
50- 99	5	Student	7
100-199	6	other not gainfully	
200-499	7	employed	2

Length	of stay				9
1. Lengt	h of stay	/ (days):			
one	84 ´	three	2	five	
two	13	four	-		
2. Avera	ge lengt	h of stay		1,2	day

3. Share of visitors on the event's days: %
1st day 27 3rd day 29 5th day 17
2nd day 24 4th day 23

Conducted by: Hopp & Partner, Berlin

belektro --- Berlin

Basic data trade visitors

Total number of visitors	14 576
Proportion of trade visitors	96%
Region of residence	% 64
more than 50 km up to 100 km	11
more than 100 km up to 300 km	19
over 300 km	6
Total Germany	98
Baden- North Rhine- Württemberg 1 Westphalia	1
Bavaria 2 Rhineland-	
Berlin 47 Palatinate	-
Brandenburg 32 Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	5 5
Hesse - Schleswig-	J
Mecklenburg- Holstein	-
West Pommerania 4 Thuringia	1
Lower Saxony 1	
Total Foreign	2
of which EU	80
Rest of Europe other countries	20
Position in the company/organization	ı %
Entrepreneur, partner, self-employed	21
Managing director, board member,	
head of an authority etc.	_ 3
Senior department head, other employe with managerial responsibility	e 1
Department head, group head	9
Other salaried staff/public service	14
Skilled worker Lecturer, teacher, scientific assistant	18 2
Trainee	24
Other position	1
Student	6
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	42
2006 2003	30 21
Earlier events	24
First visit	40

Additional data trade visitors

Additional data trade visitors	
Economic sector Energy supplies Industry Wholesale trade Retail trade Skilled trades Logistics and transportation Education/science/research Training and further training Planning, technical consultants Architects Other private service providers Other public services/administration Other sectors Student Other not gainfully employed	% 15 11 6 3 31 3 2 3 5 1 3 6 4 6 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 19 31 21 22 6 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 20 7 22 18 5 14 5 P) 8 7 8 6 29 20 6 2
Size of company/organization: Number of employees: 1 - 4 23 500 - 999 5 - 9 14 1 000 - 9 999 10 - 49 16 10 000 and more 50 - 99 6 Student 50 other not gainfully 100-199 6 other not gainfully 6 mployed	% 4 10 7 6
Length of stay 1. Length of stay (days): one 88 two 7 three 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 36 2nd day 46 3rd day	% 5 days % 35
Conducted by: Hopp & Partner, Berlin	

FRUIT LOGISTICA (2009) ---- Berlin

Basic data trade visitors

Total number of visitors	50 232
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	4
more than 50 km up to 100 km more than 100 km up to 300 km	5
over 300 km	90
Total Germany	22
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 Hesse 6 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 2 Thuringia Lower Saxony 11	1
Total Foreign	78
of which EU	68
Rest of Europe Africa	8 7 5
North America	5
South and Central America	ē
Middle East South-, East-, Central Asia	4
Australia	1
The five countries with the highest	0/
visitor shares Spain	% 13
Italy	10
France	9
Netherlands Great Britain	9
Great Britain	
Position in the company/organization Entrepreneur, partner, self-employed	% 32
Managing director, board member.	32
Managing director, board member, head of an authority etc.	21
Senior department head, other employed	e 8
with managerial responsibility Department head, group head	14
Other salaried staff/public service	
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	9 3 2 1
Other position	ė
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair 2008	% 38
2007	28
2006 Farlier events	23 15
Earlier events	32

Economic s Fruit and ve	egetable (growers	
Importers, e	exporters		
Industry Retail trade	(central	huvina)	
Retail trade	(distribu	tion)	
		e of retail gr	ocery trad
Other whole Hotel, cater		ie	
Packaging of	companie	S	
		manufactu	
Other service		ransport cor	lipallies
Authority/pu	ublic serv		
Association			~
Other	pprentice	ship, trainin	g
Student			
Other not g	ainfully e	mployed	
Influence o	n purcha	asing/	
Decisively	nt decisi	UIIS	
Collectively			
In an adviso No	ory capac	ity	
Student			
Other not g	ainfully e	mployed	
Area of res	ponsibil	ity	
Managemer	nt	- T	
Research/de Planning/wo			
Manufactur			
Production,		ontrol	
Buying/proc Finance/acc		controllina	
Information	, commur	nication tech	nology (EI
Administrat social welfa	ion/organ	ization/perso	onnel/
Marketing/s			
Storage/ma		nagement/lo	gistics/
transport	o/ropairs		
Maintenanc Other area	errepairs		
Student			
Other not g	aintully e	mployed	
Size of con	npany/or	ganization:	
Number of 1- 4	employee 16	es: 500 -	999
5- 9	14	1 000-	9 999
10- 49	26	10 000 a	
50- 99 100-199	11 9	other not	Student
200-499	8		mployed
	_		-
Length of a 1. Length of		ys):	
			pioyeu

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: % 1st day 63 2nd day 79 3rd day 54

Import Shop ---- Berlin

Basic data private visitors

Total number of visitors	43 256
Proportion of private visitors	89%
Region of residence up to 50 km	% 89
more than 50 km up to 100 km	3
more than 100 km up to 300 km	3 5 3
over 300 km	3
Total Germany	98
Baden- North Rhine-	1
Württemberg 1 Westphalia Bavaria 1 Rhineland-	- 1
Berlin 76 Palatinate	_
Brandenburg 19 Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse 1 Schleswig- Mecklenburg- Holstein	_
West Pommerania 1 Thuringia	_
Lower Saxony -	
Total Foreign	2
Position in the company/organization Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employe	
with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	35
Skilled worker	3 5 2 3 21
Lecturer, teacher, scientific assistant Trainee	2
Other position	3
Housewife/man	21
Old-age pensioner	3
Student	9
Other not gainfully employed	
Frequency of visits to trade fair	%
2009 2008	55 53
2008	56
Earlier events	33
First visit	23

Additional data private visitors

Sex Male Female	% 19 81
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 10 10 26 23 17 7
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 11 11 10 10 7 5 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 29 39 16 11 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 92 1 6
Follow-up business Intend to buy at later date yes no maybe	% 27 26 47
Conducted by: Hopp & Partner, Berlin	_

InnoTrans ---> Berlin

	106 600
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 21 2 11 67
Total Germany	56
Baden- North Rhin Württemberg 9 Westphalia	
Bavaria 12 Rhineland- Berlin 25 Palatinate	3
Brandenburg 9 Saarland Bremen - Saxony Hamburg 3 Saxony-Anh	- 9 halt 2
Hamburg 3 Saxoný-Anl Hesse 4 Schleswig- Mecklenburg- West Pommerania 2 Thuringia Lower Saxony 6	2 2 2
Total Foreign of which EU	44 65
Rest of Europe	14
Africa North America	1 5
South and Central Americ Middle East	5 ca 2 3 a 9
South-, East-, Central Asia	a 9
Australia	

Poland Italy	8
Position in the company/organization	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc. Senior department head, other employee	6
with managerial responsibility	7
Department head, group head	21
Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	6
Student	4
Other not gainfully employed	1

France Switzerland

Frequency of visits to trade fair	
2008	4
2006	3
2004	2
2002	1
Earlier events	1
First visit	4

Additional data trade visitors

Additional data trade visitor	>
Economic sector	%
Industry	44
Skilled trades	
Retail trade	2 2 27
Wholesale/foreign trade	2
Service	
Politics, public administration	4
Association/guild/chamber	1 2 2 2 8
Research/science	4
School, university, education Media	2
Other sectors	9
Student	4
Other not gainfully employed	1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	9/0 16 31 27 21
Other not gainfully employed	

Other not gainfully employed	
Area of responsibility	%
Management	22
Research/development/design	23
Manufacture/production	
Buying/procurement	12 9 3 (EDP) 5
Finance/accounting, controlling	3
Information, communication technology	/EDD\ 5
	(EDF) 3
Administration/organization/personnel/	-
social welfare/training	16 7
Planning/work preparation	16
Production, quality control	
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	
transport	3
Maintenance/repairs	3 11 12 4
Other area	12
Student	4
Other not gainfully employed	1

10- 50- 100-1 200-4	49 99 199	12 9 8 9	10	r not g	d mor Studen	e t y	19 4
engt Leng one two		stay f stay (50 29	days): three four	10 11			%
. Shai 1st	re of day	43	of stay on the 3rd day 4th day	51		1,8	days %

Conducted by: Hopp & Partner, Berlin

Size of company/organization: Number of employees:







International Green Week (2009) ---- Berlin

Basic data trade visitors

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

Basic data private visitors

Proportion of private visitors	72%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 56 7 22 15
Total Germany Baden- Württemberg 1 Westphalia Bavaria 3 Rhineland- Berlin 45 Palatinate Brandenburg 23 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	98 2 1 5 6 2 3
Of which EU Rest of Europe Other	2 50 33 17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed	% 8 1 1 3 25 10 3 3 4 1 12 4 22 4
Frequency of visits to trade fair 2008 2007 2006 Earlier events First visit	% 41 39 38 71 27

Basic data all visitors

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

Additional data trade visitors

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

Number of 1- 4 5- 9 10- 49	employ 24 9 19	50 1 0		999 9 999 Id more	% 4 3 4
50- 99 100-199	6 5 5		not c	Student jainfully	13
200-499	5		en	nployed	8
Length of 1. Length of	of stay ((days):			%
one two three	67 16 8	five six seven	2	nine ten	2
four	3	eight	4	4.0	
2. Average					days
3. Share of 1st day 2nd day 3rd day 4th day	24 22	5th day 6th day	23 23	9th day	% 10 8

Additional data private visitors

Sex Male	% 41
Female	59
Age up to 20 years	% 11
over 20 up to 30 years	16
over 30 up to 40 years over 40 up to 50 years	20
over 50 up to 60 years over 60 up to 70 years	18 18
over 70 years	6
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	11 17
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	14 11
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	6
N/A	26
Size of household	%
1 person 2 persons	18 45
3 persons 4 persons	17 13
5 persons and more	7
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition yes	70
no	12
maybe	10
Follow-up business Intend to buy at later date	%
yes	27
no maybe	32 42

Conducted by: Hopp & Partner, Berlin

ITB ---- Berlin

Basic data trade visitors

Busic duta trade Visitors	
Total number of visitors	131 131
Proportion of trade visitors	53%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 23 1 14 62
Total Germany Baden- Württemberg 6 Westphalia Berlin 28 Palatinate Brandenburg 8 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	69 13 2 1 3 6
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East South-, East-, Central Asia other countries	31 58 12 10 4 6 10
The five countries with the highest visitor shares Austria Poland Netherlands France Spain	% 10 10 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	11

Basic data private visitors

Proportion of private visitors	47%
Region of residence	%
up to 50 km more than 50 km up to 100 km	74 4
more than 100 km up to 300 km	10
over 300 km	13
Total Germany	97
Baden- North Rhine- Württemberg 1 Westphalia	3
Bavaria 2 Rhineland-	
Berlin 62 Palatinate Brandenburg 19 Saarland	1
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	3
Hesse 2 Schleswig- Mecklenburg- Holstein	1
West Pommerania 2 Thuringia	1
Lower Saxony 3	
Total Foreign	3
of which EU other countries	77 23
other countries	23
	0/
share	% 33
The country with the highest visitor share Poland	33
share Poland Position in the company/organization	33 %
share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	33 % 9
share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	33 %
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee	33 % 9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	33 % 9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	33 % 9 1 1 7 31
Poland Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker	33 % 9 1 1 7 31
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	33 % 9 1 1 7 31
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	33 % 9 1 1 7 31
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	33 % 9 1 1 7 31
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	33 % 9 1 1 7
share	33 % 9 1 1 7 31 6 3 2 2 24
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	33 % 9 1 1 7 31 6 3 2 24 7 7 2 24
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Other age pensioner Student Other not gainfully employed Frequency of visits to trade fair	33 % 9 1 1 7 31 6 3 2 2 24 7 7 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	33 % 9 1 1,7 31 6 3 2 24 7,2 2 37 36 37 36
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Other age pensioner Student Other not gainfully employed Frequency of visits to trade fair	33 % 9 1 1 7 31 6 3 2 2 24 7 7 2

Basic data all visitors

Busic duta dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 47 3 12 39
Total Germany Baden- Württemberg 3 Westphalia Bavaria 5 Rhineland- Berlin 47 Palatinate Brandenburg 14 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	82 7 2 2 4 2 1
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East South-, East-, Central Asia other countries	18 59 12 10 3 6 9
The five countries with the highest visitor shares Poland Austria Netherlands France Switzerland	% 12 10 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 17 7 3 10 23 5 3 3 12 2 13 1
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	% 38 35 33 29 35

Additional data trade visitors

Additional data trade visitors	
Economic sector Tourism organization Tour operator Travel agency Trade fair organizer/conference and congress organizer Hotel company Business travel Transport carriers (bus, train, ship and air companies) Travel technology, information and reservation systems PR/advertising/consultancy Press, publishers Research institute/educational institution Tourism federations/associations Vacation property Telecommunication Other sectors Student Other not gainfully employed	% 6 19 11 2 8 3 4 2 6 7 4 6 1 1 13 18 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 23 17 14 18 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 25 5 9 5 2 8 5) 4 6 28 1 1 15 18 2
Size of company/organization: Number of employees: 1 500 - 999 999 15 - 9 10 1 000 9 999 10 49 19 10 000 and more 50 - 99 7 Student 500 - 99 7 other not gainfully 100-199 7 other not gainfully 6 employed	% 4 5 3 18
Length of stay 1. Length of stay (days): one 43 three 20 five two 24 four 4 2. Average length of stay 2,1 d 3. Share of visitors on the event's days: 1st day 47 3rd day 49 5th day 2nd day 58 4th day 34	% 8 ays % 22

Additional data private visitors

Sex Male Female	% 45 55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 13 10 25 22 19
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 15 14 16 16 11 8
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 30 46 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	%
Follow-up business Intend to buy at later date yes no maybe	% 45 17 38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

First visit

Frequency of visits to trade fair 2009 2008 2007 Earlier events

MODERNER STAAT ---- **Berlin**

Basic data trade visitors

Total number of visitors	4 188
Proportion of trade visitors	100%
Region of residence	%
up to 50 km more than 50 km up to 100 km	32 3
more than 100 km up to 300 km	23
over 300 km	41
Total Germany Baden- North Rhine-	97
Württemberg 4 Westphalia	17
Bavaria 6 Rhineland-	_
Berlin 25 Palatinate Brandenburg 13 Saarland	2
Bremen - Saxony	6
Hamburg 3 Saxony-Anhalt	4
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania 4 Thuringia	1
Lower Saxony 5	_
Total Foreign	3
Position in the company/organization	ı %
Head of department, senior civil servant	
Lord Mayor, department head, treasurer head of division	', 4
Head of public office, department head	5
Department manager, subdivision mana	ger,
head of division, section head, subject head	15
Commercial clerk, desk officer	14
Other salaried public service employee	29
Member of the board, managing director	or,
owner Area manager, authorized signatory	8
Department head, group head	6
Commercial clerk, skilled worker	4
Lecturer, teacher, scientific assistant	. 4
Other professional positions in the priva	ite 6
sector	2
	-
Student	
sector Student Frequency of visits to trade fair 2009	% 35
Student Frequency of visits to trade fair	% 35 30 22

Additional data trade visitors

Fconomic sector

Regional administration Federal administration Federal administration Local government, city council Private industry Service Association, organization, trade union Politics (National, Local) Educational facility Other sectors	28 11 24 17 5 3 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity Student No	% 11 36 30 2 35
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (El Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 10 2 1 1 - 1 9 OP)18 25 9
Size of company/organization: Number of employees: 1- 4 3 200- 499 5- 9 2 500- 999 200- 999 10- 49 11 1 1000 9 999 300- 300 999 50- 99 7 10 000 and more 100-199 9 Student	% 18 15 26 7 2
Length of stay 1. Length of stay (days): 2. Average length of stay 3. Share of visitors on the event's days: Conducted by: Wissler & Partner, Basel	% N/A N/A N/A

Conducted by: Wissler & Partner, Basel

BOATFIT ---- Bremen

Total number of visitors	9 732
Proportion of private visitors	90%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 50 15 27 8
Total Germany	98
Baden- North Rhine- Württemberg - Westphalia Bavaria 2 Rhineland-	7
Berlin - Palatinate Brandenburg 1 Saarland	1
Bremen 31 Saxony	
Hamburg 4 Saxony-Anhalt Hesse 2 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 44	5
Total Foreign	2
Position in the company/organization	% 18
Position in the company/organization Entrepreneur, partner, self-employed	
Managing director, board member, head of an authority etc.	3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	_
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	_
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	_
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	_
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	_
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	22 8 3 1 1 2 2 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3

Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events

Additional data private visitors

Sex Male Female	% 77 23
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 5 11 31 24 21
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 4 6 8 12 10 15 41
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 45 15 17
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 49 23 29
Follow-up business Intend to buy at later date yes no maybe	% 39 18 44
Conducted by: Galezus Massa Marktforschur	200

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





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

Basic data private visitors

Total number of visitors	34 614	
Proportion of private visitors	95%	
Region of residence	%	
up to 50 km	37	
	16	
more than 50 km up to 100 km more than 100 km up to 300 km	37	
over 300 km	10	
Total Germany	93	
Baden- North Rhine-		
Württemberg 1 Westphalia	8	
Bavaria 1 Rhineland-		
Berlin - Palatinate	-	
Brandenburg - Saarland	-	
Bremen 20 Saxony	_	
Hamburg 6 Saxony-Anhalt	_	
Hesse 1 Schleswig-		
Mecklenburg- Holstein	7	
West Pommerania 1 Thuringia	,	
Lower Saxony 55		
Total Foreign	7	
of which EU	86	
other countries	14	
The three countries with the highest visitor shares Sweden Denmark Netherlands	% 24 22 22	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 16 3 3 9 24 13 2 3 3 2 14	
Housewife/man Old-age pensioner Student Other not gainfully employed	2 14 5 3	
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	% 41 37 32 18 30	

Additional data private visitors

Sex Male Female	% 87 13
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 9 14 32 21 14 4
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 5 8 9 12 12 16 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 38 16 17 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 52 21 28
Follow-up business Intend to buy at later date yes no maybe	% 24 30 45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fish international ---- Bremen

Basic data trade visitors

Total number of visitors	7 064
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	24
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	33 29
Total Germany	86
Baden- North Rhine- Württemberg 4 Westphalia Bayaria 5 Rhineland-	11
Berlin 1 Palatinate Brandenburg 1 Saarland	1
Bremen 18 Saxony	1
Hamburg 4 Saxony-Anhalt Hesse 3 Schleswig-	1
Hesse 3 Schleswig- Mecklenburg- Holstein	6
West Pommerania 2 Thuringia	1
Lower Saxony 42	
Total Foreign	14
of which EU	75
Rest of Europe	16
other countries	9
The two countries with the highest visitor shares	%
Netherlands	21
Denmark	12
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 27
head of an authority etc	11
Senior department head, other employee	
with managerial responsibility	3
Department head, group head Other salaried staff/public service	19
Other salaried staff/public service	14
Skilled worker Lecturer, teacher, scientific assistant	8
Trainee	4
Other position	
Student	5 3 2
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	33
2008 2006	33 25
2008	33

First visit

Additional data trade visitors

Economic sector	%
Catering, communal catering	17
Industry	18
Service	15
Press	1
Retail trade Wholesale trade	18 16
Other	11
Student	3
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions	%
Decisively	32
Collectively	33 18
In an advisory capacity No	12
Student	3
Other not gainfully employed	2
Area of responsibility	%
Management	26
Research/development/design	7
Planning/work preparation	5 13
Manufacture/production Production, quality control	5
Buying/procurement	19
Finance/accounting, controlling	3
Information, communication technology (ED	P) 1
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	28
Storage/material management/logistics/	20
transport	4
Maintenance/repairs	3
Other area Student	11 3
Other not gainfully employed	2
Circuit annual a	
Size of company/organization: Number of employees:	%
1- 4 19 500- 999	4
5- 9 17 1 000- 9 999	5 3
10- 49 25 10 000 and more	3
50- 99 10 Student	3
100-199 7 other not gainfully 200-499 5 employed	2
200-433 3 employed	
Length of stay	%
1. Length of stay (days): one 84 two 14 three	2
5.15 OF 140 IF UNICC	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: %
1st day 44 2nd day 42 3rd day 32

2. Average length of stay

HanseLife

Basic data private visitors

Total number of visitors	70 433
Proportion of private visitors	93%
Region of residence	%
up to 50 km more than 50 km up to 100 km	80 13
more than 100 km up to 300 km	5
over 300 km	5
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia Bavaria - Rhineland-	1
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen 50 Saxony	
Hamburg - Saxoný-Anhalt Hesse - Schleswig-	
Hesse - Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	
Lower Saxony 46	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employed	
with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	29 7 2 2 6
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Housewife/man	8
Old-age pensioner Student	26
Other not gainfully employed	4
Frequency of visits to trade fair (HanseLife) 2009 (HanseLife) 2008 (HanseLife) 2007	% 43
(HanseLife) 2008	37
(HanseLife) 2007	29
(hafa) 2006	32
Earlier events First visit	43 16
FIIST AIRIT	16

----- Bremen

Additional data private visitors

Sex Male Female	% 30 70
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 10 10 23 23 18 12
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 10 10 9 6 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 50 14 11 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 75 9 16
Follow-up business Intend to buy at later date yes no maybe	% 21 23 56

Conducted by: Gelszus Messe-Marktforsch GmbH, Dortmund

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

Basic data private visitors

Total number of visitors	12 272
Proportion of private visitors	97%
Region of residence	%
up to 50 km	68
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	15 3
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia	2
Bavaria - Rhineland- Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen 34 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 1 Schleswig-	2
Mecklenburg- Holstein West Pommerania - Thuringia	2
Lower Saxony 58	
Total Foreign	1
Position in the company/organization	
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employe	
with managerial responsibility	2
Department head, group head	9 32
Other salaried staff/public service	32
Skilled worker Lecturer, teacher, scientific assistant	9 3 2 6
Trainee	3 2
Other position	6
Housewife/man	4
Old-age pensioner	16
Student Other net gainfully employed	9
Other not gainfully employed	3

Frequency of visits to trade fair outdoor&fahrrad.markt.zukunft 2009 outdoor&fahrrad.markt.zukunft 2008 fahrrad.markt.zukunft 2007 Earlier events First visit

Additional data private visitors

Sex Male Female	% 64 36
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 13 16 25 24 11 5
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 8 10 11 13 12 8 32
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 40 15 21 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 32 27 41
Follow-up business Intend to buy at later date yes no maybe	% 33 16 51
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

ReiseLust (2009) ---- Bremen

Basic data private visitors

Total number of visitors	14 491
Proportion of private visitors	94%
Region of residence	%
up to 50 km	61
more than 50 km up to 100 km more than 100 km up to 300 km	24 12
over 300 km	3
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia	2
Bavaria - Rhineland- Berlin - Palatinate	_
Brandenburg - Saarland	-
Bremen 33 Saxony	-
Hamburg 1 Saxony-Anhalt Hesse - Schleswig-	_
Mecklenburg- Holstein	-
West Pommerania 1 Thuringia Lower Saxony 61	1
Total Foreign	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 8
Managing director, board member,	0
head of an authority etc.	2
Senior department head, other employed with managerial responsibility	
Department head, group head	2 5
Other salaried staff/public service	26
Skilled worker Lecturer, teacher, scientific assistant	9 3 1
Trainee	3 1
Other position	4
Student	2 5
Housewife/man Old-age pensioner	5 30
Other not gainfully employed	3
Frequency of visits to trade fair	%
2008	34
2007	24
2006 2005	15 9
First visit	38
	30

Additional data private visitors

Sex Male Female	% 51 49
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 6 12 23 29 23 6
Net household income up to 900, EUR more than 900, EUR up to 1 500, EUR more than 1 500, EUR up to 2 000, EUR more than 2 000, EUR up to 2 600, EUR more than 2 600, EUR up to 3 600, EUR more than 3 600, EUR up to 5 000, EUR more than 5 000, EUR	% 6 8 10 12 12 11 7 34
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 63 9 11 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 43 37
Follow-up business Intend to buy at later date yes no maybe	% 27 18 55

waste to energy ---- Bremen

Basic data trade visitors

Total number of visitors	986
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	7 34
more than 100 km up to 300 km over 300 km	47
Total Germany	70
Baden- North Rhine- Württemberg 4 Westphalia	24
Bavaria 9 Rhineland- Berlin 3 Palatinate	1
Brandenburg - Saarland	
Bremen 13 Saxony	3 2 2
Hamburg 3 Saxony-Anhalt	2
Hesse 3 Schleswig- Mecklenburg- Holstein	5
West Pommerania - Thuringia	
Lower Saxony 29	
model monotons	20
Total Foreign of which EU other countries	30 67 33
of which EU other countries	67
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed	67 33
of which Other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	67 33 %
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	67 33 %
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	67 33 % 9
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	67 33 % 9 20 7 28
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	67 33 % 9 20 7 28 15
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	67 33 % 9 20 7 28 15
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	67 33 % 9 20 7 28 15
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	67 33 % 9 20 7 28 15
of which Other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	67 33 % 9 20 7 28 15
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	67 33 % 9 20 7 28
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	677 333 9% 99 200 77 288 155 22 55 58 22
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	67 33 9% 99 20 7 28 15 2 5 5 8 8 2
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	677 333 9% 99 200 77 288 155 22 55 58 22

Additional data trade visitors

Economic sector Disposal	% 13
Energy Engineer's office	19
Consulting, project development	8
Local authorities, public institutions, Municipalities	4
Machine and plant construction	14
Industry, manufacturing sector Logistics and transportation	7 1
Service Research/science	9
Banking and finance	1
Chemistry, chemical industry Other sectors	1
Student	8
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	%
Decisively	23
Collectively In an advisory capacity	41 23
No	4
Student Other not gainfully employed	2
Area of responsibility	%
Management Research/development/design	30 15
Planning/work preparation	10
Manufacture/production Production, quality control	4
Buying/procurement Finance/accounting, controlling	7
nformation, communication technology (ED Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	4 37
Storage/material management/logistics/	٠.
transport Maintenance/repairs	5
Other area Student	11
Other not gainfully employed	2
Size of company/organization:	
Number of employees: 1- 4 6 500- 999	% 6
5- 9 7 1 000 - 9 999	17
10- 49 21 10 000 and more 50- 99 10 Student	8
100-199 12 other not gainfully	
200-499 7 employed	2
Length of stay	%
1. Length of stay (days):	

3. Share of visitors on the event's days: %
1st day 73 2nd day 57

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

mtex (2008) ---- Chemnitz

Basic data trade visitors

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

Frequency of visits to trade fair 2006

First visit

% 21 79

Additional data trade visitors

Other	sector ding stry	% 33 42 25
procureme Decisively Collectively	on purchasing/ nt decisions ory capacity	% 21 29 29 13
Manageme Research/de Planning/w Manufactur Production, Buying/proc Finance/acc Information Administrat social welfa Marketing/s	evelopment/design ork preparation pe/production quality control urement ounting, controlling , communication technolo ion/organisation/personnel re/training ;ales/advertising/PR terial management/logistic	/ 29 29
Size of cor		% 499 16
1- 4 5- 9 10- 49 50- 99 100-199		

Conducted by: EVENT- UND MESSEGESELL-SCHAFT CHEMNITZ MBH, Chemnitz

Inter-tabac

Total number of visitors	7 143
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 27 14 24 36
Total Germany Baden- Württemberg 5 Westphalia Bavaria 2 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 4 Schleswig- West Pommerania 1 Thuringia Lower Saxony 9	76 62 3 - 2 -
Total Foreign of which EU Rest of Europe other countries	24 69 17 14
The country with the highest visitor share Netherlands	% 18
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 55 13 4 10 9 2 - 1 1 2 3 1
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 36 29 23 17 15 42

----> Dortmund

Additional data trade visitors

Economic sector	%
Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's	50
requisites, with food/drink Exclusively tobacco products retail,	12
smoker's requisites	4
Wholesale trade	10
Foreign trade	3 9 1 7 3
Industrial producer	9
Skilled trades	1
Other sectors	7
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	9/ 48 28 15
Student Other not gainfully employed	1

Area of responsibility	% 59
Management	
Research/development/design	3
Planning/work preparation	7
Manufacture/production	4
Production, quality control	3 7 4 2
Buying/procurement	31
Finance/accounting, controlling	10
Information, communication technology	(EDP) 3
Administration/organization/personnel/	, ,
social welfare/training	7
Marketing/sales/advertising/PR	7 14
Storage/material management/logistics/	
transport	9
Maintenance/repairs	4
Other area	9 4 12
Student	3
Other not gainfully employed	3
James, employed	

		organizatio/	n:	
Number of	employ	vees:		%
1- 4	48 1	500	- 999	2
5- 9	18	1 000	- 9 999	2
10- 49	14	10 000	and more	
50- 99	5		Student	3
100-199	3	other no	ot gainfully	
200-499	3		employed	1
-				
Length of	stay			%
Length of	stay of stay (days):		%
Length of 1. Length of one	stay of stay (77	days): two 1	7 thre	,-
1. Length o	of stay (77	two 1		,-
1. Length of one 2. Average	of ståy (77 length	two 1	1	e 6

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Dresdner ReiseMarkt ---- **Dresden**

Total number of visitors	21 629
Proportion of private visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 88 9 2 1
Total Germany Baden- Württemberg - Westphalia Berlin 1 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- West Pommerania Lower Saxony - Thuringia	999 95
Total Foreign	1
Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	2 36 7 1 1 1 1 37

Frequency of visits to trade fair 2009 2008

Earlier events

Additional data private visitors

Sex Male Female	% 48 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 5up to 60 years over 60 up to 70 years over 70 years	% 2 11 11 20 19 26 12
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 5 13 10 10 7 6 2 48
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 57 16 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 59 21
Follow-up business Intend to buy at later date yes no maybe	% 23 34 44
Conducted by: Anova Marktforschung, Dres	den

SACHSENBACK ---- **Dresden**

Basic data trade visitors

Total number of visitors	8 278
Proportion of trade visitors	91%
Region of residence up to 50 km	% 38
more than 50 km up to 100 km	25
more than 100 km up to 300 km	30
over 300 km	7
Total Germany	99
Baden- North Rhine-	1
Württemberg - Westphalia Bavaria 2 Rhineland-	- 1
Berlin 2 Palatinate	_
Brandenburg 10 Saarland	-
Bremen - Saxony	68
Hamburg - Saxony-Anhalt Hesse - Schleswig-	6
Mecklenburg Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	7
Lower Saxony 1	
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed	33
Managing director, board member,	3
head of an authority etc. Senior department head, other employee	3
with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	16
Foreman, master craftsman Skilled worker	9 16
Lecturer, teacher, scientific assistant	10
Trainee	11
Other position	
Student	4
Frequency of visits to trade fair	%
2008	41
2007 Earlier events	22 35
First visit	35 35
	33

Bakery trade Confectioner's trade Saker's/confectioner's Sak	Additional data trade visitors	
Confectioner's trade Saker's/confectioner's t	Economic sector Bakery trade	% 27
Read, cake and pastry industry Dither industry Cafe Catering Hotel Hetail grocery trade University, polytechnic, vocational school Dither sectors Influence on purchasing/ procurement decisions Decisively Sollectively An an advisory capacity Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Inance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ Jocial welfare/training Marketing/Sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Dither area Student Size of company/organization: Number of employees: 1- 4 22 200- 499 Sollectively 1- 4 21 200- 999 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 21 200- 999 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 21 200- 999 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 21 200- 499 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 21 200- 999 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 21 200- 999 Sollectively 1- 4 22 200- 499 Sollectively 1- 4 20- 400- 400 Sollectively 1- 4 20- 400- 400 Sollectively 1- 4 20	Confectioner's trade	6
Other industry Cafe Cafe Cafe Cafe Cafe Cafe Cafe Cafe		
orther sectors Influence on purchasing/ procurement decisions Decisively Social sectors Area of responsibility Management Administration/organization/personnel/ Maritera/fraining Marketing/sales/advertising/PR Management Area on the chonology (EDP) Administration/organization/personnel/ Maintenance/repairs Other area Management	Other industry	3
orther sectors Influence on purchasing/ procurement decisions Decisively Social sectors Area of responsibility Management Administration/organization/personnel/ Maritera/fraining Marketing/sales/advertising/PR Management Area on the chonology (EDP) Administration/organization/personnel/ Maintenance/repairs Other area Management		5
orther sectors Influence on purchasing/ procurement decisions Decisively Social sectors Area of responsibility Management Administration/organization/personnel/ Maritera/fraining Marketing/sales/advertising/PR Management Area on the chonology (EDP) Administration/organization/personnel/ Maintenance/repairs Other area Management	Hotel	2
orther sectors Influence on purchasing/ procurement decisions Decisively Social sectors Area of responsibility Management Administration/organization/personnel/ Maritera/fraining Marketing/sales/advertising/PR Management Area on the chonology (EDP) Administration/organization/personnel/ Maintenance/repairs Other area Management	Retail grocery trade University, polytechnic, vocational school	2
Decisively Collectively In an advisory capacity In an an advisory In an	Other sectors	7
Decisively Collectively In an advisory capacity In an an advisory In an	Influence on purchasing/	0/
n an advisory capacity No 1 Student 1 Area of responsibility 9 Management 3 Research/development/design Planning/work preparation 1 Manufacture/production 5 Production, quality control 1 Suying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ Joicial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student 5 Size of company/organization: Number of employees: 9 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 999 10 - 40 20 1 000 - 999 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1 000 - 900 10 - 40 20 1	Decisively	35
Area of responsibility Management Sesearch/development/design Planning/work preparation Suying/procurement Interpolation Interpolati	Collectively	24 19
Area of responsibility Management Area of responsibility Manufacture/production Froduction, quality control Suying/procurement Inanace/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ Moicial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ Fransport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 000 - 999 10 - 99 11 1 0 000 and more 100-199 7 Student Length of stay Length of stay Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	No	19
Management Research/development/design Planning/work preparation Planning/work preparation Planning/work preparation Manufacture/production Production, quality control Buying/procurement Inance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ Jocial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ ransport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 22 200- 499 5- 9 19 500- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 4 5 tudent Length of stay Length of s	Student	
Research/development/design Planning/work preparation Planning/work preparation Manufacture/production Production, quality control Production Product	Area of responsibility	%
Manufacture/production Production, quality control Buying/procurement Inance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ Jocial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ ransport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 22 200- 499 5- 9 19 500- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 000- 999 10- 49 29 1 1 10 000 and more 100-199 7 Student Length of stay 1. Length of stay 2. Average length of stay 3. Share of visitors on the event's days:	Research/development/design) (
Production, quality control Duying/procurement Taburing/procurement Taburing/procurement/Taburing/Procurement/Taburing/procurement/Taburing/procurement/Taburing/procurement/Tabu	Planning/work preparation	12
irianice/accounting, controlling nformation, communication technology (EDP) Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR storage/material management/logistics/ransport Maintenance/repairs Other area student Size of company/organization: Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 500 -	Production, quality control	12
Information, communication technology (EDP) Administration/organization/personnel/ iocial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 000 - 999 100 - 199 7 Student Length of stay Length of stay Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:		15
ocial welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ ransport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	Information, communication technology (ED	
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 22 200 499 5 - 9 19 500 999 10 49 29 1 000 999 10 49 29 1 000 999 100 - 100 999 10 - 100 999 10 99 11 0 000 and more 100 999 10 99 10 100 999 100 99 11 10 000 and more 100 999 10 99 99 11 10 000 and more 100 999 10 99 99 99 10 99 99 99 10 99 99 99 10 99 99 99 10 99 99 99 10 99 99 99 10 99 99 99 10 99 99	Administration/organization/personnel/ social_welfare/training	-
ransport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 999 10 - 49 29 1 000 - 999 100 - 100 - 100 - 100 - 100 100 - 100 - 100 - 100 100 - 100 - 100 - 100 100 - 100 - 100 - 100 100 - 100 - 100 - 100 100 - 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 100 - 100 - 100 1	Marketing/sales/advertising/PR	
Size of company/organization: Number of employees: 1- 4 22 200- 499 5- 9 19 500- 999 10- 49 29 1 000- 999 50- 99 11 10 000 and more 100-199 7 Student Length of stay Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:		(
Size of company/organization: Number of employees: 1- 4 22 200- 499 5- 9 19 500- 999 10- 49 29 1 000- 999 50- 99 11 10 000 and more 100-199 7 Student Length of stay Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	Maintenance/repairs	7
Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 9 999 50 - 99 11 10 000 and more 100-199 7 Student Length of stay 1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	Other area Student	-
Number of employees: 1 - 4 22 200 - 499 5 - 9 19 500 - 999 10 - 49 29 1 000 - 9 999 50 - 99 11 10 000 and more 100-199 7 Student Length of stay 1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	-	
1- 4 22 200- 499 5- 9 19 500- 999 10- 49 29 1 000- 9 999 50- 99 11 10 000 and more 100-199 7 Student Length of stay 1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	Size of company/organization: Number of employees:	9/
10- 49 29 1 000- 9 999 50- 99 11 10 000 and more 100-199 7 Student ength of stay 1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days:	1- 4 22 200- 499	1
50- 99 11 10 000 and more Student Length of stay 9 1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days: 9		-
ength of stay 9. 1.Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days: 9	50- 99 11 10 000 and more	
1. Length of stay (days): one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days: 9	100-199 / Student	
one 94 two 5 three 2. Average length of stay 1,1 day 3. Share of visitors on the event's days: 9	Length of stay 1. Length of stay (days):	%
3. Share of visitors on the event's days:	one 94 two 5 three	
3. Share of visitors on the event's days: 9. 1st day 35 2nd day 39 3rd day 3		day
- 2110 day 33 310 day 3	3. Share of visitors on the event's days:	9/
	ist day 55 Ziid day 59 3fd day	3

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

boot (2009) ---- Düsseldorf

Basic data trade visitors

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

Basic data private visitors

Proportion of private visitors	85%
Region of residence	%
up to 50 km	36
more than 50 km up to 100 km	20
more than 100 km up to 300 km over 300 km	26 18
over 500 km	10
Total Germany	85
Baden- North Rhine-	7.0
Württemberg 4 Westphalia Bavaria 4 Rhineland-	70
Berlin 1 Palatinate	5
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 5	
Total Foreign	15
of which EU	87
Rest of Europe	10
Other	3
The four countries with the highest	
The four countries with the highest visitor shares	%
visitor shares Netherlands	42
visitor shares Netherlands Belgium	42 21
visitor shares Netherlands Belgium Austria	42 21 6
visitor shares Netherlands Belgium	42 21
visitor shares Netherlands Belgium Austria Switzerland	42 21 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed	42 21 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	42 21 6 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	42 21 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	42 21 6 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	42 21 66 66 79 4 3
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	42 21 66 66 79 44 31 11 25
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	42 21 66 66 7% 19 4 3 11 25 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	42 21 66 66 7% 19 4 3 11 25 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	42 21 66 67 9% 19 4 3 11 25 63 32
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	42 21 66 66 31 11 25 66 32 46
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	42 211 66 66 79 19 4 3 111 25 66 3 3 2 4 66
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	42 21 66 6 9% 19 4 3 11 25 6 3 2 4 4 6 6
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	42 211 66 66 79 19 4 3 111 25 66 3 3 2 4 66
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	42 21 66 6 7 19 4 3 11 25 6 6 3 3 2 2 4 6 6 6 6 6 6 3 3 1 1 2 1 2 4 6 6 6 6 7 8 7 8 8 7 8 8 7 8 8 7 8 8 8 8
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	42 21 66 78 19 4 3 3 11 25 66 3 3 2 4 66 66 66 67 67 68 68 68 68 68 68 68 68 68 68 68 68 68
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007	4221 66666669191919191919191919191919191919
visitor shares Netherlands Belgium Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	42 21 66 78 19 4 3 3 11 25 66 3 3 2 4 66 66 66 67 67 68 68 68 68 68 68 68 68 68 68 68 68 68

Additional data trade visitors

Economic	sactor					%
Boat indust						21
Other indus						-
Skilled trad						8
Tourism inc	lustry					7
Specialist to	rade					4
Other trade						4
Hire of boa	its, wa	ter spo	orts eq	uipn	nent	- 2
Media, pre	ss, pub	olishing	i .			
Other servi						13
Public auth			100			(
University/o						
Organisatio	n/asso	ciation	/societ	y		
Other						
Student	aninfull		loved			
Other not of	Jannun	y emp	loyeu			
Influence of	on pur	chasir	ıa/			
procureme						9/
Decisively						3!
Collectively						26
In an advis	ory ca	pacity				16
No						10
Student						
Other not of	gainfull	y emp	loyed			
Area of re	cnonc	hility				9/
Manageme		Dility				27
Research/de		ment/d	esian			
Planning/w						-
Manufactur						8
Production,			rol			1
Buying/prod						3
Finance/acc	countin	g, con	trolling	١.		
Information	i, comi	munica	tion te	chn	ology (ED	P) 3
Administrat			ion/pe	rson	inel/	
social welfa						
Marketing/					-4:/	13
Storage/ma	iterial	manag	ement/	iogi	SUCS/	
transport	olvor -	ire				3
Maintenand Other area	.e/repa	IIIS				
Student						-
Other not g	nainfull	v emn	loved			-
Calci not (yannan	, cmp	ycu			
Size of cor	npany	/orgai	nizatio	n:		
Number of	emplo					9
1- 4	27		500		999	-
5- 9	12		1 000		9 999	
10- 49	21	1	0 000			
50- 99	4		d		tudent	
100-199	4	0	ther no			
200-499	3			em	ployed	
Length of	stav					9/
1. Length o		(days)				7
one	63	four		1	seven	
two	26	five		-	eight	
three	2	civ			-:5	

2. Average length of stay

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

Additional data private visitors

Sex Male Female	% 34 66
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 9 17 33 22 12 3
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 6 10 13 19 22 26 20
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 39 18 20 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 57 13 29
Follow-up business Intend to buy at later date yes no maybe	% 39 16 46

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL

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

(2009) ---- Düsseldorf

Additional data trade visitors

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

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

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

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

Length of	of stay	(days):			%
one	78	two	18	three	
2. Averag	je lengt	h of stay		1,3	day
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel

CARAVAN SALON (2008) ---- Düsseldorf

Basic data private visitors

Total number of visitors	159 278
Proportion of private visitors	91%
Region of residence	%
up to 50 km	31
more than 50 km up to 100 km	20
more than 100 km up to 300 km over 300 km	32 17
Total Germany Baden- North Rhine-	87
Württemberg 2 Westphalia Bavaria 3 Rhineland-	66
Berlin 1 Palatinate	7
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg - Saxony-Anhalt	
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 7	1
Total Foreign	13
of which EU	91
Rest of Europe Other	2
The five countries with the highest visitor shares Netherlands	% 46
Belgium Great Britain	17
Austria	5
Switzerland	5
Position in the company/organisation Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc. Senior department head, other employe	
Senior department head, other employed with managerial responsibility	e 2
Department head, group head	8
Department head, group head Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant Trainee	1
Other position	Ž
Student	1
Housewife/man	10
Old-age pensioner Other not gainfully employed	18
Frequency of visits to trade fair	%
2007 2006	46 46
2005	40
Earlier events	32
First visit	24

Additional data private visitors

Sex Male Female	9/ 5/ 4(
Age	9/
up to 20 years	
over 20 up to 30 years over 30 up to 40 years	14
over 40 up to 50 years	32
over 50 up to 60 years over 60 up to 70 years	29 18
over 70 years	- 1
Net household income	9/
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	- 4
more than 1 500,- EUR up to 1 500,- EUR	1
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR	18 14
more than 5 000,- EUR	1
N/A	22
Size of household	%
1 person 2 persons	49
3 persons	16
4 persons	20
5 persons and more	
Buying and ordering capacity Purchase or order made or intended at the exhibition	9/
yes	45
no	19
maybe	36
Follow-up business Intend to buy at later date	9/
yes	40
NO maybe	12 48
maybe	
Conducted by: Walter, Wissler & Partner, B.	asel

EuroCIS — Düsseldorf

Basic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden Wirttemberg Bavaria Bavaria Bavaria Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Bremen Schleswig-Mecklenburg- Mest Pommerania Lower Saxony Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008	Total nu	mber of visito	rs	5 00
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008	Proportio	on of trade vi	sitors	99%
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008	Region o	of residence		9
over 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saardand Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Holstein Thuringia Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	up to 50	km		2
over 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saardand Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Holstein Thuringia Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	more tha	n 50 km up to	100 km	1
Baden Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- Mest Pormerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	more tha over 300	n 100 km up to km	o 300 km	2 4
Württemberg 10 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Hesse 7 Holstein West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trrainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007		rmany		6
Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 1 Saarony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007		2000 10		5
Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007)
Brandenburg Bremen Brem				
Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007				
Hesse 7 Schleswig- Mecklenburg-West Pommerania Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trrainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007				
Mecklenburg- West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008		4		
West Pommerania - Thuringia Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008				
Lower Saxony 5 Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008				
of which EU Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, of the remployee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008 2008 2008 2008 2008 2008			maningia	
Rest of Europe South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008	Total Fo			3
South-, East-, Central Asia other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	of which		_	7.
other countries The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008				1
visitor shares Netherlands Great Britain Austria Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008		South East	e . Central Asia	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	The four	South-, East-, other countrie	, Central Asia es	1.
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008	visitor sl Netherlar	South-, East-, other countries with hares ands	, Central Asia es	
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor shadeling visitor shadeling visition shadeling visition vi	South-, East-, other countries with nares and stain	Central Asia es th the highest my/organization	9,11
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing	South-, East-, other countries with the compa in the compa ineur, partner, so g director, boar	central Asia es h the highest ny/organization elf-employed rd member,	99
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a	South-, East- other countries countries with hares ands tain in the compa neur, partner, s g director, boal an authority etc	central Asia es th the highest ny/organization elf-employed rd member,	9,11
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de	South-, East- other countries countries with hares in the compa leur, partner, s g director, boar an authority etc	ny/organization elf-employed d member, c., other employee	9 1 9 1
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior der with man	South-, East- other countries countries with hares in the companieur, partner, sig director, boai authority ette epartment head lagerial respons	ny/organization elf-employed d member, c, t, other employee sibility o head	9 1 9 1 1
Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de with man Departme Other sal	South-, East- other countrie countries with ares in the compa ieur, partner, s g director, boar an authority et partment head, group an thead, group and ead stafffpub	ny/organization elf-employed d member, c, t, other employee sibility o head	9, 1, 9, 1, 1, 1, 2,
Other position Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de with man Departme Other sal Skilled w	South-, East-other countries with ares and stain in the comparieur, partner, significant and auditority etc-partment head aggerial responsent head, group aried staff/publorker	ny/organization elf-employed did member, c, di, other employee sibility b head lic service	9 1 1 1 1 2 2
Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de with man Departme Other sal Skilled w Lecturer,	South-, East-other countries with ares and stain in the comparieur, partner, significant and auditority etc-partment head aggerial responsent head, group aried staff/publorker	ny/organization elf-employed did member, c, di, other employee sibility b head lic service	9 1 1 1 1 2 2
2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managin head of a Senior de with man Departme Other sal Skilled w Lecturer, Trainee	South-, East-other countries with ares and stain in the compa leur, partner, signification of the companies	ny/organization elf-employed did member, c, di, other employee sibility b head lic service	9 1 1 1 1 2 2
2009 2008 2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing, head of a Senior de with man Departme Other sal Skilled w Lecturer, Trainee Other pother	South-, East- other countries countries with the companieur, partner, signification authority et partner thead an authority et partner thead, group aried staff/publiorker teacher, scient sittion	ny/organization eff-employed rd member, c, d, other employee sibility o head lic service iffic assistant	9 1 1 1 1 2 2 2
2007	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de with man Departme Other sal Skilled w Lecturer, Trainee Other nor	South-, East-other countries with ares with also tain the compa leur, partner, s g director, boar an authority et partment head agerial responsent head, group aried staff/publiorker teacher, scient stition t gainfully emp	central Asia es th the highest my/organization elf-employed rd member,	9,11
	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managinn head of a Senior de with man Departme Other sal Skilled w Lecturer, Trainee Other poo Other poo	South-, East-other countries with ares with also tain the compa leur, partner, s g director, boar an authority et partment head agerial responsent head, group aried staff/publiorker teacher, scient stition t gainfully emp	central Asia es th the highest my/organization elf-employed rd member,	99 11 11 12 22
i nat vialt	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managing head of a Senior de with man Other sal Skilled w Lecturer, Trainee Other po: Other no:	South-, East-other countries with ares with also tain the compa leur, partner, s g director, boar an authority et partment head agerial responsent head, group aried staff/publiorker teacher, scient stition t gainfully emp	central Asia es th the highest my/organization elf-employed rd member,	9 1 1 1 1 2 2
	visitor sl Netherlar Great Bri Austria Belgium Position Entrepren Managinn head of a Senior de with man Departme Other sal Skilled w Lecturer, Trainee Other nor Frequent 2009 2008 2007	South-, East-other countries with ares with also tain the compa leur, partner, s g director, boar an authority et partment head agerial responsent head, group aried staff/publiorker teacher, scient stition t gainfully emp	central Asia es th the highest my/organization elf-employed rd member,	9 1 1 1 1 2 2

Additional data trade visitors

Economic sector	
Retail trade Wholesale/foreign trade	
Industry	
Service Catering/hotels	
Petrol station, convenience store	
Media, press, publishing University/college/polytechnic	
Other	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	
Collectivély	
In an advisory capacity No	
Other not gainfully employed	
Area of responsibility	
Management	
Research/development/design Planning/work preparation	
Manufacture/production	
Production, quality control Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (El Administration/organization/personnel/	DP)
social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
Maintenance/repairs	
Other area Other not gainfully employed	
Size of company/organization:	_
Number of employees:	
1- 4 9 500- 999 5- 9 6 1 000- 9 999	
10- 49 21 10 000 and more	
50- 99 8 other not gainfully 100-199 7 employed	
100-199 7 employed 200-499 8	
Length of stay	
1 Longth of ctay (days):	
1. Length of stay (days):	
one 79 two 18 three	2 da

GDS (Spring) ---- Düsseldorf

Basic data trade visitors

Busic duta trade visitors	
Total number of visitors	24 163
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 9 23 52
Total Germany	55
Baden- Württemberg 9 Westphalia Bavaria 11 Rhineland-	44
Berlin 4 Palatinate	5 1
Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	1
Mecklenburg- West Pommerania Lower Saxony Nesse / Schleswig- Holstein - Thuringia	2
Total Foreign of which EU Rest of Europe South and Central America Middle East South-, East-, Central Asia other countries	45 64 11 4 4 12 5
The five countries with the highest visitor shares Netherlands France Great Britain Belgium Austria	% 17 6 6 5
Position in the company/organization Entrepreneur, partner, self-employed	% 44
Managing director, board member, head of an authority etc. Senior department head, other employee	14
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	4
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12 9 2 - 2 7 3 2
Frequency of visits to trade fair Autumn 2009 2009 (Spring) 2008 (Autumn) Earlier events First visit	% 42 37 38 35 29

Additio	nal	data t	rade	visitors	5
Economic Shoe retail Shoe retail Shoe retail Shoe retail Shoe retail Shoe retail Mail order Online sho Specialist I Buying alli Departmen Other retail Wholesale Commercia Import, Ex, Designer Other servi Shoe manu Other indu Other Student Other not	trade chain extile/op peather ances, it store la trade al agen port stery	goods buying o	groups	outique	% 34 5 32 2 1 1 1 5 4 3 5 7 5 4 7 3 2
Influence procureme Decisively Collectively In an advis No Student Other not	ent de sory ca	cisions pacity			% 39 25 17 14 3
Area of re Manageme Research/d Planning/w Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/m Utansport Maintenan Other area Student Other not	ent evelopy ork proces, quality cureme counting, com tion/or are/tra 'sales/a aterial ce/repa	ment/de eparatio duction ty contro ent ing, contro ganizatio ining idvertisir manage	n olling rolling ion techr on/person ng/PR ment/log	nnel/ ¯	% 36 3 1 3 - 12 1 29 1 - 9 3 2 2
Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499		oyees: 1 10	500 - 000 - 000 an	Student	% 3 6 2 3
Length of 1. Length of one		(days): two	28	three	% 16

Conducted by: Wissler & Partner, Basel

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

2. Average length of stay

GDS (Autumn) ---- Düsseldorf

Basic data trade visitors

Total number of visitors	23 108
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	14 7
more than 50 km up to 100 km more than 100 km up to 300 km	19
over 300 km	60
Total Germany	49
Baden- North Rhine- Württemberg 10 Westphalia	44
Bavaria 9 Rhineland-	
Berlin 6 Palatinate	7
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg 4 Saxony-Anhalt	i
Hesse 6 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania - Thuringia Lower Saxony 7	-
Total Foreign	51
of which EU	59 12
Rest of Europe	12 5
South and Central America Middle East	5
South-, East-, Central Asia	11
other countries	9
The five countries with the highest	
visitor shares	% 12
Netherlands Great Britain	12
Belgium	ě
France	5
Italy	5
Position in the company/organization Entrepreneur, partner, self-employed	% 47
Managing director, board member,	47
head of an authority etc.	17
Senior department head, other employee	9
with managerial responsibility Department head, group head	10
Other salaried staff/public service	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee Other position	6
Student	1
Frequency of visits to trade fair	%
Spring 2010	42
Autumn 2009	39 36
2009 (Spring) Earlier events	33
First visit	3.

Additional data trade visitors

Economic sector	9
Specialist shoe shop	3
Specialist leather goods	
Shoe retail chain Fashion houses, department stores	
Clothing chain stores, chain fashion houses	
Department store	
Mail order	
Online shop Commercial agency	
Wholesale/foreign trade (Import/Export)	
Shoe industry, shoe manufacture	
Suppliers to shoe and leather manufacturers	
Media, press, publishing	
Designers, modellers	
Other sectors Student	
Student	
Influence on purchasing/	
procurement decisions	4
Decisively Collectively	2
In an advisory capacity	1
No Student	1
Student	
Area of responsibility	
Management	3
Research/development/design Planning/work preparation	
Manufacture/production	
Production, quality control	
Buying/procurement Finance/accounting, controlling	1
Information, communication technology (ED	P)
Administration/organization/personnel/	
social weltare/training Marketing/sales/advertising/PR	3
Storage/material management/logistics/	-
transport	
Maintenance/repairs Other area	1
Student	
Size of company/organization: Number of employees:	
1- 4 28 500- 999	
5- 9 16 1 000 - 9 999	
10- 49 19 10 000 and more 50- 99 7 student	
100 100 E N/A	
200-499 7	
Length of stay	
1. Length of stay (days):	
1. Length of stay (days).	1
one 55 two 27 three	
	day

glasstec

Basic data trade visitors

Total number of visitors	44 298
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	18
over 300 km	67
Total Germany	43
Baden- North Rhine- Württemberg 7 Westphalia	39
Bavaria 15 Rhineland-	33
Berlin 2 Palatinate	7
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt	3
Hesse 6 Schleswig-	-
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
Lower Saxony 9	_
Total Foreign	57
of which EŬ	58
Rest of Europe Africa	10
North America	5 7 6
South and Central America Middle East	6
South-, East-, Central Asia Australia	5
Australia	3
The five countries with the highest	
visitor shares Italy	%
Netherlands	7
France	% 7 7 6
Belgium USA	6
Position in the company/organization Entrepreneur, partner, self-employed	ı % 23
Managing director, board member, head of an authority etc.	17
Senior department head, other employe	e
with managerial responsibility Department head, group head	10 21
Department licau, group licau	11
Other salaried staff/public service	
Other salaried staff/public service Skilled worker	
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	22
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	22
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 49
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	%

---- Düsseldorf

Additional data trade visitors

Economic sector	%
Machine and plant construction	10
Glass industry	45
Solar industry	2
Glass supply industry	5
Other industry	5 7 3 2
Glass crafts, other handicrafts	2
	,
Glass trade	3
Building materials trade, other trade	2
Architects, engineering and planning	
Offices, facade planning	6
Offices, facade planning Consulting, engineering for machinery	
industrie	1
Other service	3
University/college/polytechnic	3 1 7 3
Other sectors	ż
Student	2
	2
Other not gainfully employed	2

Influence on purchasing/	0.0
procurement decisions	9/
Decisively	29
Collectively	30
In an advisory capacity	2
No	14
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	27
Research/development/design	15
Planning/work preparation	4
Manufacture/production	17
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	(,
social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	
transport	1
Maintenance/repairs	4
Other area	6
Student	6
Other not gainfully employed	2
outer not gammany employed	_

Size of cor	npany/o	organization: ees:	
Number of	employe	ees:	%
1- 4	13 1	500 - 999	6
5- 9	7	1 000 - 9 999	11
10- 49	19	10 000 and more	9
50- 99	9	Student	3
100-199	8	other not gainfully	
200-499	12	employed	2

Length (of stay			9
1. Length		(days):		
one	45	thrée	13	
two	28	four	13	
2. Averag	ge lengt	h of stay		1,9 day
3. Share	of visito	rs on the	event's d	ays: N/

Conducted by: Wissler & Partner, Basel

GLOBAL SHOES (Autumn) --- Düsseldorf

Basic data trade visitors

Dasic data trade visitors	
Total number of visitors	7 175
Proportion of trade visitors	91%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 9 18 55
Total Germany Baden- Württemberg 6 Westphalia Bavaria 10 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	48 55 5 4 3 -
Total Foreign of which EU Rest of Europe South-, East-, Central Asia other countries The country with the highest visitor share	52 63 10 10 17
Great Britain	12
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 46 12 7 11
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	8 4 2 2 3 1
Frequency of visits to trade fair Spring 2010 Autumn 2009 2009 (Spring) Earlier events First visit	% 33 28 19 21 41

Additional data trade visitors

Fronomic sector

Economic sector Specialist shoe shop Specialist leather goods Shoe retail chain Fashion houses, department stores Clothing chain stores, chain fashion house Sports retailer Department store Online shop Commercial agency Wholesale/foreign trade (Import/Export) Shoe industry, shoe manufacture Leather goods industry, leather goods Manufacture Suppliers to shoe and leather manufacture Media, press, publishing Designers, modellers Other sectors Student Other not gainfully employed	2 1 4 3 15 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 49 18 14 15 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 32 4 3 6 1 12 1 DP) 1 1 26 1 0 3 1
Size of company/organization: Number of employees: 500 - 999 1 - 4 32 5 - 9 11 1 000 - 9999 10 - 49 22 10 000 and more 50 - 99 8 Student 100 - 199 4 other not gainfully 200 - 499 5 employed	% 3 3 3 1

hogatec (2008) ---- Düsseldorf

Basic data trade visitors

Proportion of trade visitors	94%
Region of residence	%
up to 50 km	34
more than 50 km up to 100 km more than 100 km up to 300 km	16 25
over 300 km	24
Total Germany	93
Baden- North Rhine-	
Württemberg 4 Westphalia Bavaria 5 Rhineland-	56
Berlin 2 Palatinate	11
Brandenburg 1 Saarland	2
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 9 Schleswig-	
Mecklenburg- Holstein	- 1
West Pommerania - Thuringia Lower Saxony 5	1
Other The country with the highest visitor share Netherlands	17 % 17
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	43
head of an authority etc. Senior department head, other employee	9
with managerial responsibility	
Department head, group head	13
Department head, group head Other salaried staff/public service	13
Department head, group head Other salaried staff/public service Skilled worker	13 8 6
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	13
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	13
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	13
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	13
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	13 8 6 2 7 2 5 2
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006	13 8 6 2 7 2 5 2 2 9%
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	13 8 6 2 7 2 5 2

Additional data trade visitors

Addition	nal data trade visitor	
Economic s	ector	9
Hotel		1.
Catering Communal o	atering	3
Catering/par		
Snack, fast-f	food business	
Franchise re	staurant	
Food trade		
Trade		
Industry		
Architecture	oject management	
	e enterprises, consultancies	
	gement schools, technical	
colleges, uni		
	iations, institutions	
Other		
Student	-infalls, annulassad	
Other not ga	ainfully employed	
Influence o	n purchasing/	
procuremer	nt decisions	9
Decisively		3
Collectively In an adviso	ny canacity	1
No	ny capacity	1
Student		
Other not ga	ainfully employed	
Planning/wo Manufacture Production, Buying/proct Finance/accc Information, Administrati social welfar Marketing/s: Storage/mat transport Maintenance Other area Student	velopment/design rk preparation //production quality control urrement punting, controlling communication technology (E on/organisation/personnel/ re/training ales/advertising/PR erial management/logistics/	4 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 :
Size of com	npany/organisation:	9
Number of 6	26 1 000 - 9 999	7
5- 9	17 10 000 and more	
10- 49	24 Student	
50- 99	6 Other not gainfully	
100-199 200-499	5 employed 4 N/A	
500-499	4 N/A 1	
		_

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

Conducted by: Wissler & Partner, Basel

1,7 days

Length of stay
1. Length of stay (days):
one 54 two
2. Average length of stay

IMA --- Düsseldorf

Basic data trade visitors

Total number of visitors	8 506
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	42
Total Germany	89
Baden- North Rhine-	
Württemberg 11 Westphalia	42
Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland	
Berlin 2 Palatinate	8
Brandenburg 2 Saarland	1
Bremen - Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	- 1
Hesse 7 Schleswig- Mecklenburg- Holstein	3
West Pommerania 1 Thuringia	1
Lower Saxony 8	
Total Foreign	11
of which EU	93
Rest of Europe	6
other countries	2
The two countries with the highest visitor shares Austria Netherlands	% 28 19
Position in the company/organization Entrepreneur, partner, self-employed	% 48
Managing director, board member, head of an authority etc.	10
nead of an authority etc. Senior department head, other employee	
with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	1 3 3 1
Other position	3
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2009	41
2008	32
Earlier events First visit	34 30
LII2F AIZIF	30

Additional data trade visitors

Economic sector Manufacturer/industry	% 18
Retail trade Skilled trades	18 4
Wholesale/foreign trade	6
Bank Other service	1 27
Authority/public services	21
Other sectors Student	3
Other not gainfully employed	1
Influence on purchasing/	%
procurement decisions Decisively	70 44
Collectively	21 17
In an advisory capacity No	14
Student Other not gainfully ampleyed	3
Other not gainfully employed	
Area of responsibility	% 49
Management Research/development/design	
Planning/work preparation	3
Manufacture/production Production, quality control	4 3 1 5 2
Buying/procurement Finance/accounting, controlling	5
Information, communication technology (EDP) 2
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	-
Maintenance/repairs	7
Other area Student	8
Other not gainfully employed	1
Size of company/organization:	
Number of employees:	%
1- 4 29 500- 999 5- 9 15 1 000- 9 999	3 6
10- 49 23 10 000 and more	2
50- 99 7 Student 100-199 7 other not gainfully	3
200-499 5 employed	1
Length of stay	%
1. Length of stay (days): one 72 three 4	
two 21 four 3	
2. Average length of stay 1,4 d	ays
3. Share of visitors on the event's days:	N/A

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

Conducted by: Wissler & Partner, Basel

InterCool --- Düsseldorf

Basic data trade visitors

Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 12 Total Foreign of which EU other countries	95% % 19 14 28 39 78 50 7 1 1 1
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Lower Saxony 12 Total Foreign of which EU	19 14 28 39 78 50
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 12 Total Foreign of which EU	78 50 71 1
Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Mest Pommerania Lower Saxony Total Foreign of which EU	78 50 78 50
over 300 km Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 12 Total Foreign of which EU	78 50 71 11 11
Baden	50
Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 12 Total Foreign of which EU	1 1 1 2
Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 12 Total Foreign of which EU	1 1 1 2
Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- West Pommerania Lower Saxony 12 Total Foreign of which EU	1 1 2
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Mest Pommerania Lower Saxony 12 Total Foreign of which EU	2
Hesse 6 Schlesświg- Mecklenburg- Holstein West Pommerania 12 Thuringia Lower Saxony 12	2
Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 12 Total Foreign of which EU	2
Mecklenburg-Holstein West Pommerania 1 Thuringia Lower Saxony 12 Total Foreign of which EU	
Lower Saxony 12 Total Foreign of which EU	22
of which EŬ	22
of which EŬ	
other countries	81
	19
The country with the highest visitor share	%
Netherlands	21
Position in the company/organization	%
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	10
Senior department head, other employee	
with managerial responsibility	(
Department head, group head Other salaried staff/public service	20 19
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position Student	
Other not gainfully employed	3 2 7 4
Frequency of visits to trade fair	9/
2008	41
2006 Earlier events	32 23
First visit	45

Additional data trade visitors

Economic sector	%
Food retail trade	8
Food wholesalers Wholesale, trade: technology fixtures and	18
fittings/equipment	1
Import/export	8
Import/export Foodstuff industry	16
Supply industry for food manufacture	6
Bakery Service and consulting companies	6
Hotel	3
Gastronomy, mass catering, catering &	
party service, snack and quick-service	
Outlet Association, institution	2
Specialist press	1
Other sectors	12
Student	5
Other not gainfully employed	1
to flore and a second section of	
Influence on purchasing/ procurement decisions	%
Decisively	30
Collectively	26
In an advisory capacity No	24 14
Student	14
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	23
Planning/work preparation	2
Manufacture/production	2
Production, quality control	20
Buying/procurement Finance/accounting, controlling	20
Information, communication technology (EL	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	28
Storage/material management/logistics/	20
transport	3
Maintenance/repairs	1
Other area Student	1 7 5
Other not gainfully employed	1
Size of company/organization:	
Number of employees:	9
1- 4 13 500- 999 5- 9 8 1 000- 9 999	13
10- 49 17 10 000 and more	1:
50- 99 10 Student	
100-199 9 other not gainfully	
200-499 6 employed	1
Louist of store	-
Length of stay (days):	%
1. Length of stay (days): one 73 three 5	
one 73 three 5 two 22 four -	
	day
	N/A
3. Share of visitors on the event's days:	

InterMeat

Basic data trade visitors

Total number of visitors	15 503
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	16
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	28 37
Total Germany	77
Baden- North Rhine-	
Württemberg 7 Westphalia Bavaria 7 Rhineland-	54
Berlin 2 Palatinate	3
Brandenburg - Saarland	1
Bremen 1 Saxony	1
Hamburg 4 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 14	'
Total Foreign	23
of which EU	66
Rest of Europe	14
other countries	20
The two countries with the highest visitor shares	%
Belaium	16
Netherlands	13
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	23
head of an authority etc	12
Senior department head, other employee	
with managerial responsibility	10
Department head, group head	22
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	1 7
Other position	2
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	46
2008 2006	46 34
2008	46

Conducted by: Wissler & Partner, Basel

---- Düsseldorf

Additional data trade visitors

Economic sector	%
Food retail trade	9
Food wholesalers	11
Wholesale, trade: technology fixtures and	
fittings/equipment	1
Specialist trade: food and beverage	- 1
	10
Import/export	10
Foodstuff industry	20
Supply industry for food manufacture	8
Butchers	15
Service and consulting companies	5
Hotel	1
Gastronomy, mass catering, catering &	
party service, snack and quick-service outlet	7
Association, institution	1
Specialist press	i .
University/college/polytechnic	- 1
Other sectors	
	/
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	25
Collectively	33
In an advisory capacity	23
No	16
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	25
Research/development/design	3
Planning/work preparation	1
Manufacture/production	1 5 3
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	2
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	36
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	5
Student	3
Other not gainfully employed	1

		organization:	
Number of	employe	ees:	%
1- 4	9 1	500 - 999	8
5- 9	14	1 000 - 9 999	11
10- 49	22	10 000 and more	6
50- 99	8	Student	3
100-199	10	other not gainfully	
200-499	9	employed	1

Length one	of stay	(days):			9/
			5		
two	20	four	4		
2. Averag	je lengtl	h of stay		1,4	day
3. Share	of visito	rs on the	event's c	lays:	N/A

Conducted by: Wissler & Partner, Basel

InterMopro ---- > Düsseldorf

Basic data trade visitors

Total number of visitors	10 219
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km more than 100 km up to 300 km	11 24
over 300 km	41
Total Germany	80
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 12 Rhineland-	49
Berlin 1 Palatinate	5
Brandenburg - Saarland	3
Bremen 1 Saxony Hamburg 4 Saxony-Anhalt	3
Hesse 9 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 11	1
Total Foreign	20
of which EU other countries	72 28
Building to the comment of the comment	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	14
head of an authority etc.	9
Senior department head, other employed	
with managerial responsibility	9 24
Department head, group head Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee Other position	5
Student	4 5 7 2 1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008 2006	37 22
Earlier events	21
Eiret vicit	50

Additional data trade visitors

Economic sector	9/
Food retail trade	1
Food wholesalers	1.
Wholesale, trade: technology fixtures and	
fittings/equipment	
Specialist trade: food and beverage	
Import/export	
Foodstuff industry	2
Supply industry for food manufacture	
Butchers	
Service and consulting companies	
Hotel	
Gastronomy, mass catering, catering &	
party service, snack and quick-service outlet	
Association, institution	
Specialist press	
University/college/polytechnic	
Other sectors	1
Student	
Other not gainfully employed	
Decisively	2
Collectively In an advisory capacity No Student	3 2 2
Collectively In an advisory capacity No	3
Collectively In an advisory capacity No Student Other not gainfully employed	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production	3 2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control	3 2 2 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement	2 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling	1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP	1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/	3 2 2 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training	3 2 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	3 2 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	3 2 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	3 2 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/s/lataining Maintenance/repairs	3 2 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	1 1 3
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/s/lataining Marketing/s/lataining Marketing/s/lataining Marketing/s/lataining Marketing/s/lataining Marketing/saltaining Maintenance/repairs	9,1

%	es:	employ	Number of
6	500 - 999	8	1- 4
17	1 000 - 9 999	6	5- 9
5	10 000 and more	18	10- 49
2	Student	11	50- 99
	other not gainfully	12	100-199
1	employed	13	200-499

Length o	f stay				%
1. Length	of stay	(days):			
one	73 ´	three	4		
two	21	four	2		
2. Averag	e lengt	h of stay		1,3	days
3. Share o	of visito	rs on the e	event's da	vs:	N/A

Conducted by: Wissler & Partner, Basel

K ---- Düsseldorf

Basic data trade visitors

Proportion of trade visitors	96%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	15
over 300 km	68
Total Germany Baden- North Rhine-	42
Baden- North Rhine- Württemberg 14 Westphalia	43
Bavaria 13 Rhineland-	43
Berlin 1 Palatinate	6
Brandenburg 1 Saarland	ĭ
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 7	
Total Foreign	58
of which EU	46
Rest of Europe	9
Africa	6
North America South and Central America	5
Middle East	9
South-, East-, Central Asia	14
Australia	2
The five countries with the highest	
visitor shares	%
India	8
Netherlands	6
France	6
Belgium	5
Italy	5
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	15
head of an authority etc. Senior department head, other employe	15 e
with managerial responsibility	10
	23
Department head, group head	13
Other salaried staff/public service	7
Other salaried staff/public service Skilled worker	
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	3
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3 4 6
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	13 7 3 3 4 6 1
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	1
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	6

Economic sector Industry (manufacturer		6
Skilled trades		
Technical retail trade Other trade		
Agriculture		
Packaging, distribution		
Media, press, publishir Other service	9	
University/college/polyt Other sectors	echnic	
Student		
Other not gainfully em	ployed	
Influence on purchas	ing/	9
procurement decision Decisively	5	2
Collectively		3
In an advisory capacity No		2 1
Student	nloved	
Other not gainfully em	pioyeu	
Area of responsibility Management		2
Research/development.	design	2
Planning/work prepara Manufacture/productio		1
Production, quality cor		
Buying/procurement	ntrolling	
Finance/accounting, co Information, communic	ation technology (EI	OP)
Administration/organiz social welfare/training	ation/personnel/	
Marketing/sales/advert	sing/PR	1
Storage/material mana	gement/logistics/	
transport Maintenance/repairs		
Other area		
Student Other not gainfully em	ployed	
Sino of company/	uni=otion.	
Size of company/orga Number of employees:	ппианоп:	9
1- 4 6	500 - 999	
5- 9 4 10- 49 17	1 000 - 9 999 10 000 and more	1
50- 99 12	Student	
100-199 13 200-499 12	other not gainfully employed	
Length of stay 1. Length of stay (days):	9
one 34 fou	9 seven	
two 24 five three 20 six	5 eight 3	
20 317		
2. Average length of st	ay 2.6	day

Conducted by: Wissler & Partner, Basel

MEDICA — Düsseldorf

Basic data trade visitors

Basic data trade visitors			
Total number of visitors	137 217		
Proportion of trade visitors	96%		
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 9 12 65		
Total Germany Baden- Württemberg 11 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig- West Pommerania Lower Saxony 5	45 51 6 1 1 2 2		
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	55 47 9 7 5 6 11 14 2		
The five countries with the highest visitor shares Netherlands Great Britain India France Italy	% 6 6 5 4		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	24 18		
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	% 40 37 33 30 37		

Additional data trade visitors

Economic sector

Economic sector	% 7
Doctor's practice Doctors' practices, physiotherapy,	1
ergotherapy, logopaedia	2
Other practices	1
Medical laboratory/institute	6
Hospital/university hospital/clinic Medical care centre	18 2
Rehabilitation facilities	1
Old people's home	i
Nursing home	1
Industry	17
Medicine and sanitary/medical specialist trade	9
Pharmacy	1
Other trade	8
Service	8
Other sectors	11
Student	7
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	31
Collectively	29
In an advisory capacity No	22 12
Student	7
Other not gainfully employed	1
Area of responsibility	%
Management	
Research/development/design	32 12 2 3 2 5 1
Planning/work preparation	2
Manufacture/production Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP) 2
Administration/organization/personnel/	2
social welfare/training Marketing/sales/advertising/PR	28
Storage/material management/logistics/	20
transport	1
Maintenance/repairs	1
Other area	9
Sing of commenced amonimation.	
Size of company/organization:	%
Number of employees: 1- 4 13 500- 999	4
	11
	11 4
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student	
5- 9 11 1 000 - 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully	4 7
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student	4
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed	4 7 1
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed	4 7
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed	4 7 1
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed 	4 7 1
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 43 three 15	4 7 1 %
5- 9 11 1 000- 9 999 10- 49 26 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 43 three 15 two 24 four 18 2. Average length of stay 2,1 d	4 7 1 %

Conducted by: Wissler & Partner, Basel

METAV — Düsseldorf

Basic data trade visitors

Total number of visitors	44 686
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	33 22
more than 100 km up to 300 km	21
over 300 km	25
Total Germany	92
Baden- North Rhine-	-
Württemberg 8 Westphalia Bavaria 4 Rhineland-	67
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 5	
Total Foreign	8
of which EU Rest of Europe	63 14
other countries	23
- Carlet Countries	
Position in the company/organization Entrepreneur, partner, self-employed	% 15
Managing director, board member,	15
head of an authority etc.	5
Senior department head, other employee	9
with managerial responsibility	21
Department head, group head Other salaried staff/public service	12
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position Student	12
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	36
2006	29
	29 27 21

Additional data trade visitors

Economic sector Machine and plant construction	% 28
Supplier to the automobile industry Automobile industry	5
Other industry	
Skilled trades Technical retail trade	
Other trade	2
Media, press, publishing Other service	6
University/college/polytechnic	ġ
Public authority Other	18 2 2 1 1 6 5 1 1 1 1 1
Student	
Other not gainfully employed	1
Influence on purchasing/	0/
procurement decisions Decisively	% 19
Collectively	27
In an advisory capacity No	24 17
Student	12
Other not gainfully employed	
Area of responsibility	9/
Management Research/development/design	16
Planning/work preparation	7
Manufacture/production Production, quality control	28
Buying/procurement	3
Finance/accounting, controlling Information, communication technology (E	1 DP) 1
Administration/organization/personnel/	(וט
social welfare/training Marketing/sales/advertising/PR	3
Storage/material management/logistics/	
transport	12
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 8 500- 999	9/
5- 9 7 1 000- 9 999	10
10- 49	12
100-199 10 other not gainfully	
200-499 13 employed	1
Length of stay	%
1. Length of stay (days):	2
one 82 three 3 five two 12 four 1	4
	3 days
2. Average length of stay 1,3	

Conducted by: Wissler & Partner, Basel

ProWein

Total number of visitors	36 417
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km more than 100 km up to 300 km	9 27
over 300 km	46
Total Germany	72
Baden- North Rhine- Württemberg 10 Westphalia	40
Ravaria 9 Rhineland-	40
Berlin 2 Palatinate	18
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	2
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 5	
Total Foreign	28 79
of which EU North America	3
South-, East-, Central Asia	3
other countries	5
Rest of Europe	10
The five countries with the highest	0/
visitor shares Netherlands	% 14
France	12
Austria	8
Belgium	8
Italy	6
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	40
Managing director, board member, head of an authority etc. Senior department head, other employed	11
with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service Skilled worker	8
Lecturer, teacher, scientific assistant	5 2
Trainee	6
Other position	4
Student Other not gainfully employed	7
other not gainfully employed	- 1
Frequency of visits to trade fair 2009	% 44
2008	40
Earlier events	36
	39
First visit	3.

-----> Düsseldorf

Additional data trade visitors

Economic sector	%
Retail trade for wine, sparkling wine and spirits	18
Food retailing Other retail	3
Wholesale trade for wine, sparkling wine and spirits	11
Import/export	7
Trade agency for wine, sparkling wine and spirits	2
Catering	14
Hotel Media, press, publishing	3
Other service Wine-growing, production, processing	8
University/college/polytechnic	2
Trade association, institution Other	7 3 8 7 2 2 7 7
Student	7
Other not gainfully employed	- 1

%
39
22
20
11
7
1

Area of responsibility	%
Management	37
Research/development/design	2
Planning/work preparation	2
Manufacture/production	6
Production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	-
Maintenance/repairs	-
Other area	10
Student	7
Other not gainfully employed	1

Size of con	npany/o	organization:	
Number of	emplove	ees:	%
1- 4	30 1	500 - 999	% 2
5- 9	14	1 000 - 9 999	4
10- 49	20	10 000 and more	2
50- 99	8	Student	7
100-199	6	other not gainfully	
200-499	5	employed	1
Laurette a C			0/

Length o	f stay	(days):			(
one	56	two	26	three	1
2. Average	e lengt	h of stay		1,6	day
3. Share o	f visito	rs on the	event's	days:	N/

Conducted by: Wissler & Partner, Basel

REHACARE INTERNATIONAL ---- Düsseldorf

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	52 584
Proportion of trade visitors	71%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 29 17 23 31
Total Germany Baden- Württemberg 5 Westphalia Bavaria 7 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	81 64 5 1 1 1
Total Foreign of which EU Rest of Europe other countries The five countries with the highest visitor shares Belgium Italy Netherlands France Switzerland	19 75 11 14 % 13 11 9 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 11 5 3 12 21 11 3 12 7 9 6
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	% 32 37 30 29 41

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 34 18 22 27
Total Germany Baden- Württemberg 4 Westphalia Bavaria 5 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	86 67 5 1 1 1 1
Total Foreign of which EU Rest of Europe other countries	14 74 11 15
The five countries with the highest visitor shares Belgium Italy Netherlands France Switzerland	% 14 11 10 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 10 4 2 11 22 9 3 9 7 7
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	% 35 38 32 28 40

Additional data trade visitors

Economic sector	%
Medicine and sanitary/medical specialist trade	14
Orthopaedic trade	5
Rehabilitation facilities	8
Special facilities (school, workshop)	6
In-patient/stationary care and nursing facilities	5
Out-patient nursing services	3
Cost unit (professional association, health	-
insurance company etc.)	3
Doctors' practices, other practices	_
(physiotherapy ergotherapy)	6
(physiotherapy, ergotherapy) Hospital/clinic	
Auxiliary materials/supplies and other industry	3
Organisation on disability	3
Architects' offices, specialist planners,	-
developers	1
Other service enterprises, consultancies	à
Other association, organisation	3
Other sectors	17
Student	9
Other not gainfully employed	6
other not guintary employed	۰
In flores and a second and	

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

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

Size of col	mpany/org	anization:
Number of	employees	:
1- /	'2	500-

realineer of	cilipioye		/0
1- 4	8	500 - 999	4
5- 9	8	1 000 - 9 999	10
10- 49	21	10 000 and more	3
50- 99	9	Student	9
100-199	7	other not gainfully	
200-499	10	employed	6
		· Ń/A	6 6
Lenath of	stav		%

1. Length		(days):			
one	74	three	5		
two	18	four	4		
2. Averag	e length	of stay		1,4	days
3. Share of	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel





PSI --- Düsseldorf

Basic data trade visitors

Total number of visitors	16 976
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	33 33
Total Germany	43
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 11 Rhineland-	41
Berlin 2 Palatinate	7
Brandenburg - Saarland	2
Bremen 2 Saxony	-
Hamburg 2 Saxony-Anhalt	-
Hesse 13 Schleswig- Mecklenburg- Holstein	5
West Pommerania - Thuringia	1
Lower Saxony 8	
Total Foreign of which EU	57 80
Rest of Europe	12
East Asia	3
other countries	4
The five countries with the highest visitor shares Netherlands Austria France Great Britain	% 10 4 4
Switzerland	3
Position in the company/organization Entrepreneur, partner, self-employed	% 32
Managing director, board member, head of an authority etc. Senior department head, other employe	22 e
with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	14
Skilled worker Lecturer, teacher, scientific assistant	2 1 2 3 2
Trainee	2
Other position	3
Student	1
Other not gainfully employed	
Frequency of visits to trade fair	% 47
	% 47 34
Frequency of visits to trade fair	47

Additional data trade visitors

Economic sector Advertising speciality trader Advertising speciality wholesale trader Full-service agency Textile finishing Advertising agncy Services, promotion fitting Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Pecisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Anuffacture/production Planning/work preparation Ausuffacture/production Production, quality control Buying/procurement Production, quality control Buying/procurement Storage/material management/logistics/ transport Maintenance/repairs Other not gainfully employed
procurement decisions Decisively 44 Collectively 27 In an advisory capacity 15 No Student Other not gainfully employed Area of responsibility 4 Management 33 Research/development/design Planning/work preparation 42 Manufacture/production 12 Production, quality control 5 Buying/procurement 7 Finance/accounting, controlling 1 Information, communication technology (EDP) Administration/organization/personnel/social welfare/training 15 Marketing/sales/advertising/PR 5 Storage/material management/logistics/ transport 4 Maintenance/repairs 0 Other area 2 Student 4 S
Management 38 Research/development/design Planning/work preparation 12 Planning/work preparation 12 Production, quality control 13 Buying/procurement 20 Finance/accounting, controlling Information, communication technology (EDP) 13 Administration/organization/personnel/social welfare/training 19 Marketing/sales/advertising/PR 19 Storage/material management/logistics/transport 19 Maintenance/repairs 19 Other area 25 Student 2

Size of company/organization: Number of employees: 7 1 - 4 29 500 999 299 5 - 9 21 1000 999 21 10 - 49 28 10000 and more 20 50 - 99 7 Student 20 100 - 199 5 other not gainfully 20 200 - 499 4 employed 10
Length of stay 1. Length of stay (days): one 28 two 41 three 32 2. Average length of stay 2,0 days 3. Share of visitors on the event's days: % 1st day 66 2nd day 81 3rd day 55

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL (2009) ---- Düsseldorf

Basic data trade visitors

Total number of visitors	24 969
Proportion of trade visitors	93%
Region of residence	%
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
Total Germany	92
Baden- North Rhine- Württemberg 9 Westphalia	47
Bavaria 9 Rhineland-	
Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony	5
Brandenburg 2 Saarland	
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	2 2
Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig-	2
Mecklenburg- 4 Schleswig- Mecklenburg- Holstein	7
West Pommerania 1 Thuringia	2
Lower Saxony 10	_
Total Foreign	8
of which EU	88
Other	12
The country with the highest visitor	
share	%
Netherlands	54
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	46
head of an authority etc.	6
Senior department head, other employed	
with managerial responsibility	٠.
Department head, group head	4
Other salaried staff/public service	9
Skilled worker	15
Lecturer, teacher, scientific assistant Trainee	13
Other position	
Student	2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	33
2007	35
Earlier events	27

Additional data trade visitors

Economic sector Hairdressers' trade Other skilled trades Cosmetics/pharmaceuticals/chemical industry Other industry Trade Media, press, publishing Other services Other Student Other not gainfully employed	% 89 1 1 1 1 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	9/0 27 26 25 19
Size of company/organization: Number of employees: 1 - 4 38 500 - 999 5 - 9 30 1 000 - 9 999 10 - 49 17 10 000 and more 50 - 99 1 Student 100-199 1 other not gainfully 100-499 1 employed N/A	9% 1 1 2
Length of stay 1. Length of stay (days): one 64 two 29 three 2. Average length of stay 1,4 d 3. Share of visitors on the event's days:	% lays

Tube

Total number of visitors	31 961
Total number of visitors	31 301
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 9 17 59
Total Germany Baden- Württemberg 11 Westphalia Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	48 56 4 1 2 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	52 57 9 56 66 10 2
The five countries with the highest visitor shares Netherlands Italy France India Spain	% 9 9 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	20 15
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 44 32 23 43

----> Düsseldorf

Additional data trade visitors

	_
Economic sector	%
Pipeline manufacturing	21
Iron, steel and non-ferrous metals industry	10
Motor vehicle industry	6
Manufacturer of pipe construction machines	
and systems	4
Chemical industry	3
Construction industry	2
Oil and gas, pipelines, refineries	4 3 2 2 16
Other industry, manufacturer	16
Technical retail trade	12
Other trade	10
Skilled trades	5
Service	6
Public authority	6 1 3
Other	3
Student	1
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	9/
Decisively	36
Collectively	34
In an advisory capacity	18
No	11
Student	•
Other not gainfully employed	

Area of responsibility	9/ 25 11 5 13 2
Management	25
Research/development/design	11
Planning/work preparation	
Manufacture/production	13
Production, quality control	
Buying/procurement	17
Finance/accounting, controlling	
Information, communication technology	(EDD) 1
	(LDI)
Administration/organization/personnel/	
social welfare/training	19
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Other area	1
Student	1
Other not gainfully employed	1

Size of co	mpany	/organi	zation:		
Number o	f emplo	vees:			%
1- 4	8	,	500-	999	7
5- 9	7		000 -	9 999	13
10- 49	22	10	000 a	nd more	7
50- 99	11			Student	1
100-199	11	oth		gainfully	
200-499	11		е	mployed	1
Length of					%
1. Length			12	e .	-
one		three	13	five	5
two	26	four	5		
2. Average	length	of stay		1,9	days
2.7.1.0.0.09					

Conducted by: Wissler & Partner, Basel

wire ---- Düsseldorf

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	37 144
Proportion of trade visitors	98%
Region of residence up to 50 km	%
more than 50 km up to 100 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	13
over 300 km	68
Total Germany Baden- North Rhine-	39
Württemberg 12 Westphalia	49
Bavaria 12 Rhineland-	
Berlin 2 Palatinate Brandenburg 1 Saarland	3 1
Brandenburg 1 Saarland Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 9 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
West Pommerania 1 Thuringia Lower Saxony 4	2
Total Foreign	61
of which EU	56
Rest of Europe	10
Africa North America	5 7
South and Central America	7
Middle East	4
South-, East-, Central Asia	10
Australia	1
The five countries with the highest visitor shares	%
France	8
Great Britain	7
Netherlands	7
Italy India	8 7 7 7
IIIuid	
Position in the company/organization Entrepreneur, partner, self-employed	% 18
Managing director, board member,	10
Managing director, board member, head of an authority etc.	18
Senior department head, other employe	
with managerial responsibility Department head, group head	13 25
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee Other position	
Other position Student	5 1
Other not gainfully employed	i
Frequency of visits to trade fair	%
2008	50
2006 Earlier events	42 33
First visit	33
THUC VISIC	33

Additional data trade visitors

Wire production Cable production Iron, steel and non-ferrous metals industry Production of connecting/fastening elements Springs production Manufacture of other wire products Motor vehicle industry Other industry, manufacturer Technical retail trade Other trade Skilled trades	%26 13 7 7 5 5 3 15 4 4 1 2 1
Service University/college/polytechnic Other Student Other not gainfully employed	1 1 1
Decisively Collectively	% 32 36 21 1
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/	% 27 16 3 21 3 1
Storage/material management/logistics/ transport	13
Maintenance/repairs Other area Student Other not gainfully employed	1
1- 4 / 500- 999	% 7 10 4 1
Length of stay 1. Length of stay (days): one 43 three 14 five two 29 four 7	%
2. Average length of stay 2,1 da	

HAUS+TECHNIK (2008) ---- Erfurt

Basic data private visitors

Total number of visitors	6 307
Proportion of private visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 73 22 3 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse West Pommerania Lower Saxony North Rhine- Westphalia A Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - - - - - - -
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 13 2 1 2 54 6 2 2 1 52 15 2
Frequency of visits to trade fair 2007 2006 Earlier events First visit	% 18 18 31 33

Additional data private visitors

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

Basic data private visitors

Total number of visitors	21 446
Proportion of private visitors	87%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km more than 100 km up to 300 km	28
more than 100 km up to 300 km	7
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria 1 Rhineland-	
Berlin - Palatinațe	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	
Mecklenburg- Holstein	96
West Pommerania - Thuringia Lower Saxony -	90
-	
Position in the company/organisation Entrepreneur, partner, self-employed	n %
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employe	e
with managerial responsibility	1
Department head, group head Other salaried staff/public service	2
Other salaried staff/public service	23
Skilled worker	17
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	
Student	9
Housewife/man	6
Old-age pensioner	23
Other not gainfully employed	
	%
Frequency of visits to trade fair	
2006	39
2006 2004	39 23
2006	39

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 62 30 7 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hesse Mecklenburg- West Pommerania Lower Saxony North Rhine- Westphalia 1 Rhineland- Palatinate - Saarland - Saarand - Saxony - Saxony - Holstein - Thuringia	100 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 9 1 1 1 3 23 16 4 6 5 20 3 3
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 39 23 12 26

Additional data private visitors

Sex Male Female	% 46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 13 18 21 16 17 6
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 7 11 12 13 6 1 44
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 33 22 22 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 62 16 23
Follow-up business Intend to buy at later date yes no maybe Conducted by: Messe Erfurt GmbH. Erfurt	% 13 41 46

Conducted by: Messe Erfurt GmbH, Erfurt

Rapid. Tech ----> Erfurt

Basic data trade visitors

Total number of visitors	1 139	
Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km		
Total Germany	87	
Baden- North Rhine- Württemberg 8 Westphalia Bayaria 18 Rhineland-	12	
Berlin 7 Palatinate Brandenburg 1 Saarland	2	
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	12 2	
Mecklenburg- West Pommerania 2 Thuringia Lower Saxony 5	1 21	
Total Foreign	13	
Position in the company/organization Entrepreneur, partner, self-employed	% 16	
Managing director, board member, head of an authority etc.	9	
Senior department head, other employee with managerial responsibility	3	
Department head, group head Other salaried staff/public service	12 20	
Skilled worker Lecturer, teacher, scientific assistant	16	
Trainee Other position Student	4 18	
Frequency of visits to trade fair	%	
2009 2008	20 19	
Earlier events First visit	16 68	

Additional data trade visitors

Economic sector Industry Skilled trades Wholesale/foreign trade Retail trade Service Authority/public services Association/society Teaching (polytechnic/university/college) Research Other	% 34 6 3 1 14 1 1 24 12 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 28 31 16 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 23 50 6 14 9 13 6 P) 4 7 22 4 4 3 18
Size of company/organization: Number of employees: 1- 4 13 200- 499 5- 9 7 500- 999 999 10- 49 20 1 000- 9999 900- 999 50- 99 8 10 000 and more 10 000 Student	% 9 4 9 4 18
Length of stay 1. Length of stay (days): one 66 two 34 2. Average length of stay 1,3 3. Share of visitors on the event's days: 1st day 53 2nd day 81	% days %

Conducted by: Messe Erfurt GmbH, Erfurt

····} www.fkm.de

Reiten-Jagen-Fischen ----> Erfurt

Basic data private visitors

Total number of visitors		22 839
Proportion of priv	98%	
Region of residency up to 50 km more than 50 km u more than 100 km over 300 km	% 52 34 12 2	
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - 3 2
Position in the cor Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, co Other salaried staff Skilled worker Lecturer, teacher, so Trainee	% 11 1 2 48 7 1	

Other position Housewife/man Old-age pensioner

First visit

Student Other not gainfully employed

Frequency of visits to trade fair 2009 2008 Earlier events

Additional data private visitors

Sex Male Female	% 54 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 15 13 27 20 13
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 11 17 13 7 3 1 42
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 8 39 24 21 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 47 17 36
Follow-up business Intend to buy at later date yes no maybe	% 16 66 18
Conducted by: Messe Erfurt GmbH, Erfurt	

Basic data trade visitors

ALUMINIUM ---- Essen

Basic data trade visitors	
Total number of visitors	17 200
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 12 20 55
Total Germany Baden- Württemberg 15 Westphalia Bavaria 9 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	54 51 4 1 1 1 1 2
Total Foreign of which EU Rest of Europe North America Middle East South-, East-, Central Asia other countries	46 70 9 3 5 9
The five countries with the highest visitor shares Netherlands France Belgium Great Britain Italy	% 11 10 8 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	16
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 34 23 13 47

Additional data trade visitors

Economic sector Industry (manufacturer)	% 58
Skilled trades Light metal trade	8 7
Other trade	4
Logistics and transportation	4 2 2 6 1 3 1 2 5 2
Design	2
Building, construction	6
Media, press, publishing Other service	3
Authority/public services	1
University/college/polytechnic	2
Other sectors	5
Student	2
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	31
Collectively	34 22
In an advisory capacity No	10
Student	2
Other not gainfully employed	1
Area of responsibility	%
Management	26
Research/development/design	15
Planning/work preparation	4
Manufacture/production	6
Production, quality control	
Buying/procurement	16
Finance/accounting, controlling Information, communication technology	(EDD)
Administration/organization/personnel/	(EDF) -
social welfare/training	1
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	1
Maintenance/repairs	2
Other area	2 2 2
Student Other pet gainfully employed	2
Other not gainfully employed	
Size of company/organization:	
Number of employees:	%

Number of	employe	organization: ees:	%
1- 4	10	500 - 999	10
5- 9	11	1 000 - 9 999	10
10- 49	18	10 000 and more	5
50- 99	14	Student	2
100-199	7	other not gainfully	
200-499	13	employed	1

Length o	f stay	(days):			%
one	64	two	24	three	12
2. Average	e lengt	h of stay		1,5	days
3. Share o	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Dortmund



COMPOSITES EUROPE (2008) ---- Essen

Basic data trade visitors

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

Additional data trade visitors	;
Economic sector	%
Manufacturers of composite finished products	17
Manufacturers of composite semi-finished products	5
Manufacturers of composite	
intermediate products Users of composites	5 10
Manufacturers of raw materials for	
composites Manufacturers of machines, equipment,	11
systems Skilled trades	8 1
Technical systems specialists, composites	
trade Other trade	3 5 4 1 3 1 4 9
Research and development	4
Organisation/federation Other services	3
Authority/public services	1
University/college/polytechnic Other sectors	9
Student Other not gainfully employed	12 1
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 19 31 27 9 12
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 20 35 5 8 7 8 2 P) 1 2 26 1 3 5 12 1
Size of company/organisation: Number of employees: 1 1- 4 11 5- 9 7 10- 49 17 10- 49 17 10- 49 17 10- 49 13 100- 199 13 100- 499 10 100- 499 10	% 6 8 6 12

DEUBAU ---- Essen

Basic data trade visitors

Total number of visitors	66 735
Proportion of trade visitors	87%
Region of residence	9/
up to 50 km	39
more than 50 km up to 100 km	27
more than 100 km up to 300 km over 300 km	27
Total Germany	97
Baden- North Rhine-	
Württemberg 1 Westphalia	84
Bavaria 1 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenbura- Holstein	
West Pommerania - Thuringia	
Lower Saxony 6	
Total Foreign of which EU other countries	76 24
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 34
head of an authority etc.	
Senior denartment head other employee	
Senior department head, other employee	9
Senior department head, other employee with managerial responsibility	:
Senior department head, other employee with managerial responsibility	9 18
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	18
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	18
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	18
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	18
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	18
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	18
Senior department fiead, other employee with managerial responsibility Department head, group head Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	18
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	18
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2008	99
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2006	18
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 2004 2002	9/ 33 29/ 21
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2004 2004 2000 2000 2000 100 100 100 100 100 100	9/ 33 29 21
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 2004 2002 2000 Earlier events	9933
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2004 2004 2000 2000 2000 100 100 100 100 100 100	

Additional data trade visitors

Auuitio	iiai ud	ala l	laue	VISITOI	>
F					0.
Economic					9/
Constructio					1.
Main const					1.
Secondary		tion tr	ade		(
Skilled trad	es				14
Building ma	aterials i	ndustr	У		
Architect's,	planner	's, enc	ineer's	office	24
Building ma	aterials s	special	st trad	e	4
Housing bu	siness, r	propert	v mana	agement	
Ministry/pu	blic auth	ority/r	nunicin	al	
administrat		ionity	ilailicip	ui	
University/p		nic ros	parch		
Private pro			curcii		
Other	perty ov	viiei			
Student					
	بالباءية	مامسمام	und		
Other not o	Jannuny	emplo	yeu		
Influence of	on purcl	hasina	1		
procureme					9
Decisively					3
Collectively					2.
In an advis	ory capa	acity			2
No					1
Student					
Other not of	jainfully	emplo	yed		
Planning/w Manufactur Production, Buying/pro Finance/acc Information Administrat Social welfa Marketing/s Storage/ma transport Maintenand Other area Student	re/product quality curement counting, , commit cion/orga are/traini sales/adv terial manager ce/repair	ction contro t , contr unicati unizatio ing vertisin anager	olling on tech on/perso g/PR ment/lo	onnel/	1
Other not of	jainfully	emplo	yed		
Size of cor	nnany/c	organi	zation:		
Number of					9
1- 4	32		500 -	999	1
5- 9	12	1	000-	9 999	
10- 49	18			nd more	-
50- 99	6	10	ooo a	Student	
100-199	6	oth	or not		•
	6	oth		gainfully	
200-499	Ö		е	mployed	
Langth of	ctav				9
Length of 1. Length of		lavs):			9
two		three	1	five	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: %
1st day 22 3rd day 25 5th day 19
2nd day 24 4th day 22

2. Average length of stay

The NRW holiday fair

Basic data private visitors

Total number of visitors	98 376
Proportion of private visitors	98%
Region of residence	%
up to 50 km	59
more than 50 km up to 100 km	23
more than 100 km up to 300 km over 300 km	15
Total Germany	99
Baden- North Rhine-	0.5
Württemberg - Westphalia	93
Bavaria 1 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign of which EU	100
Position in the company/organization Entrepreneur, partner, self-employed	9/
Managing director, board member, head of an authority etc.	
Senior department head, other employed	
with managerial responsibility	
Department head, group head	
Other salaried staff/public service	20
Skilled worker	
Lecturer, teacher, scientific assistant	
Lecturer, teacher, scientific assistant Trainee	
Lecturer, teacher, scientific assistant Trainee Other position	2
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner	3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man	3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner	3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student	3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair	3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair REISE/CAMPING, Fahrrad 2009	9,3
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair REISE/CAMPING, Fahrrad 2009	9 3 1
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair REISE/CAMPING, Fahrrad 2009 REISE/CAMPING, GOLF, Fahrrad 2007 REISE/CAMPING, GOLF, Fahrrad 2007	9 3 1 1
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair REISE/CAMPING, Fahrrad 2009 REISE/CAMPING, GOLF, Fahrrad 2008 REISE/CAMPING, GOLF, Fahrrad 2007 REISE/CAMPING, GOLF, Fahrrad 2007	99 33 11
Lecturer, teacher, scientific assistant Trainee Other position Old-age pensioner Housewife/man Student Other not gainfully employed Frequency of visits to trade fair REISE/CAMPING, Fahrrad 2009 REISE/CAMPING, GOLF, Fahrrad 2007 REISE/CAMPING, GOLF, Fahrrad 2007	9 3 1 1

Length of stay 1. Length of stay (days): one 78 two

14 three

1,3 days

one /8 two 14 tiree 8 2. Average length of stay 1,3 days 3. Share of visitors on the event's days: 1st day 46 2nd day 44 3rd day 40

Conducted by: Walter, Wissler & Partner, Basel

----- Essen

Additional data private visitors

Sex Male Female	% 60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 4 10 24 31 25 6
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 7 11 12 16 12 7 32
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 59 12 16 4
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 44 26 30
Follow-up business Intend to buy at later date yes no maybe	% 34 21 45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-world energy & water ---- Essen

Rasic data trade visitors

Basic data trade visitors				
Total number of visitors	16 491			
Proportion of trade visitors	99%			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 29 11 27			
over 300 km	33			
Total Germany Baden- North Rhine-	88			
Württemberg 8 Westphalia Bavaria 8 Rhineland-	54			
Berlin 4 Palatinate Brandenburg 1 Saarland	4 1			
Bremen 1 Saxony	2			
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	1			
Mecklenburg- Holstein	1			
West Pommerania - Thuringia Lower Saxony 6	1			
Total Foreign	12			
of which EU other countries	78 3			
Rest of Europe	19			
The three countries with the highest				
visitor shares Netherlands	% 19			
Switzerland	18			
Great Britain	13			
Position in the company/organization Entrepreneur, partner, self-employed	% 13			
Managing director, board member,				
head of an authority etc. Senior department head, other employe	8			
with managerial responsibility	8			
Department head, group head Other salaried staff/public service	22 30			
Skilled worker '				
Lecturer, teacher, scientific assistant Trainee	5 2 1			
Other position	3			
Student	8 1			
Other not gainfully employed				
Frequency of visits to trade fair	%			
2009 2008	29 24			
2007	17			
2006 2005	13 9			
Earlier events	6			
First visit	56			

Additional data trade visitors

Economic sector				
Daniela annalis against s		%		
Power supply company		30 29		
Consultants, service providers				
Public utilities, council re	epresentatives	7		
Research, press, associa	tions	3		
Business customers, indu	ustrial enterprises	13		
Other sectors		10		
Student		8		
Other not gainfully emp	loyed	1		
Influence on purchasin	ng/			
procurement decisions		%		
Decisively		20		
Collectively		33		
In an advisory capacity		24		
No		14		
Student		8		
Other not gainfully emp	loyed	1		
Area of responsibility		%		
Management		17		
Research/development/d		9		
Planning/work preparati	on	6		
Manufacture/production		3		
Production, quality conti	rol	1		
Buying/procurement		15 7		
Finance/accounting, conf				
Information, communica Administration/organizat) 11		
social welfare/training	ion/personnen	3		
Marketing/sales/advertis	ing/PR	20		
Storage/material manage				
transport				
		1		
Maintenance/repairs		4		
Other area		15		
Other area Student	l	4 15 8		
Other area	loyed	15		
Other area Student	-	4 15 8		
Other area Student Other not gainfully emp	nization:	15 8 1		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1- 4 8	nization: 500- 999	4 15 8 1 		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1-4 8 5-9 5	nization: 500- 999 1 000- 9 999	4 15 8 1 1 % 6		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1 4 8 5 9 5 10 49 15 1	nization: 500 - 999 1 000 - 9 999 0 000 and more	% 15 8 1 1 % 6 18 12		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1- 4 8 5- 9 5 10- 49 15 1 50- 99 8	nization: 500 - 999 1 000 - 9 999 0 000 and more Student	% 6 18 12		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1 - 4 8 8 5 - 9 5 10 - 49 15 1 50 - 99 8 100 - 199 6 ot	nization: 500 - 999 1 000 - 9 999 0 000 and more Student ther not gainfully	4 15 8 1 % 6 18 12 8		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1- 4 8 5- 9 5 10- 49 15 1 50- 99 8	nization: 500 - 999 1 000 - 9 999 0 000 and more Student	% 6 18 12		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1 - 4 8 8 5 - 9 5 10 - 49 15 1 50 - 99 8 100 - 199 6 ot	nization: 500 - 999 1 000 - 9 999 0 000 and more Student ther not gainfully	4 15 8 1 % 6 18 12 8		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1- 4 8 5- 9 5 10- 49 15 1 50- 99 8 100-199 6 ot 200-499 14	sization: 500 - 999 1 000 - 9 999 0 000 and more Student ther not gainfully employed	4 155 8 1 8 6 18 122 8 1		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1	nization: 500 - 999 1 000 - 999 0 000 and more Student ther not gainfully employed	4 155 8 1 1 8 6 6 18 12 8 1 1		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1- 4 8 5- 9 5 10- 49 15 1 50- 99 8 100-199 6 ot 200-499 14 Length of stay 1.Length of stay (days): one 80 two 2.Average length of sta	nization: 500 - 999 1 000 - 999 1 000 and more Student ther not gainfully employed 15 three y 1,3	4 15 8 1 8 6 18 12 8 1 4 5 5		
Other area Student Other not gainfully emp Size of company/orgar Number of employees: 1 - 4 8 5 - 9 5 10 - 49 15 1 50 99 8 100 - 199 6 ot 200 - 499 14 Length of stay 1. Length of stay (days): one 80 two	500 - 999 1 000 - 9 999 0 000 and more Student ther not gainfully employed	4 15 8 1 % 6 18 12 8		

HAUS + GARTEN (2009) ---- Essen

Basic data private visitors

Total number of visitors	48 929
Proportion of private visitors	94%
Region of residence	%
up to 50 km	86
more than 50 km up to 100 km more than 100 km up to 300 km	11 2
over 300 km	1
Total Germany	100
Baden- North Rhine- Württemberg - Westphalia Bayaria - Rhineland-	98
Berlin - Palatinate	
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	8
head of an authority etc.	2
Senior department head, other employe with managerial responsibility	ee 1
Department head, group head	6
Other salaried staff/public service	24
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	3
Other position	3
Student	3 2 13
Housewife/man	13
Old-age pensioner Other not gainfully employed	29
Frequency of visits to trade fair	% 25
2007 2006	22 17
2005	14
Earlier events	13
First visit	48

Additional data private visitors

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

GmbH, Dortmund

FIBO ---- Essen

Basic data trade visitors

Dasic data trade visitors				
Total number of visitors 53 098				
Proportion of trade visitors	63%			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 11 29 42			
Total Germany Baden- Württemberg 9 Westphalia Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 5 Saxony Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig- West Pommerania Lower Saxony 10	79 45 6 1 2 2 2			
Total Foreign of which EU Rest of Europe other countries The five countries with the highest visitor shares Netherlands Belgium Switzerland Austria Italy	21 78 16 6 			
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 33 9 2 12 11 4 4 3 7 7 4 12 3			
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 35 26 30 42			

Basic data private visitors

Proportion of private visitors	37%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	16
more than 100 km up to 300 km	30
over 300 km	22
Total Germany Baden- Württemberg 7 Westphalia Bavaria 6 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	93 60 5 2 1 1 1
Total Foreign	7
of which EU	92
Rest of Europe	5
other countries	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 7 3 2 7 21 12 2 11 8 23 5
Frequency of visits to trade fair	%
2009	23
2008	15
Earlier events	19
First visit	56

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9/ 24 11 25 34
Total Germany Baden- Wüttlemberg 8 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Holstein West Pommerania Lower Saxony 9	5
Total Foreign of which EU Rest of Europe other countries	1 8 1
The five countries with the highest visitor shares Netherlands Belgium Austria Switzerland France	9 1 1 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9 2 1 1 1
Frequency of visits to trade fair 2009 2008 Earlier events First visit	9 3 2 2 4

Additional data trade visitors	
Economic sector Fitness studio Physiotherapy Health care center Sport club Multifunctional system Rehabilitation centre Wellness institute, health facility, day spa Hospitals, rehabilitation Doctor's practice Sport retail trade Other trade Sporting goods industry Other service Other sectors Student Other not gainfully employed	% 33 8 5 4 2 2 1 1 1 2 2 2 9 14 12 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 21 21 16 12 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	% 31 2 4 1 1 2 1 P) 2
transport Maintenance/repairs Other area Student Other not gainfully employed	1 21 12 3

Size of company/organization:

%			employees:	er ot	Numb
2	999	500-	21	4	1-
4	9 999	1 000 -	17	9	5-
2	and more	10 000	25	49	10-
12	Student		7	99	50-
	gainfully	other no	4	199	100-1
3	employed		4	499	200-4

Length 1. Length	of stay	(days):		%
one	72	three	3	
two	21	four	4	
2. Averag	ge lengt	h of stay		1,4 days

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

Additional data private visitors

•	
Sex Male Female	% 69 31
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 22 40 18 13 3 1
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 13 11 12 8 12 10 15 20
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 65 12 23
Follow-up business Intend to buy at later date yes no maybe	% 26 30 44

Conducted by: Wissler & Partner, Basel

IPM (2009) ---- Essen

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	50 881
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 17 15 27 41
Total Germany	74
Baden- North Rhine- Württemberg 7 Westphalia	52
Bavaria 7 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland	4
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 7 Schleswig-	2 1
Mecklenburg- West Pommerania Lower Saxony	3 2
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Other	26 73 11 4 7 6
The five countries with the highest visitor shares Netherlands Italy Belgium Poland Austria	% 26 8 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	30
head of an authority etc. Senior department head, other employe	5 e
with managerial responsibility Department head, group head Other salaried staff/public service	10 6
Foreman, master craftsman Skilled worker	6 7 5 4
Lecturer, teacher, scientific assistant Farmer, horticulturist	10
Trainee Other position Student	15 2 5 1
Other not gainfully employed	1
Frequency of visits to trade fair 2008 2007 2006 2005 2005 2004 Earlier events First visit	% 36 35 33 28 26 22 34

Additional data trade visitors

Economic sector	
	%
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	5
Garden centre Gardening company	14
Florist, specialist retailer	12
Fruit and vegetable growing	1
Cemetry gardeners	2
Decorator, interior architect	1
Decorator, interior architect Wholesale trade	2
Home improvement centre	1
Mail order	1 9 5
Other	9
Student	5
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	32
Collectively	25
In an advisory capacity	17
No Student	19 5
Other not gainfully employed	1
Area of responsibility	%
Management	34 6
Research/development/design Planning/work preparation	
	17
Manutacture/production	
Manufacture/production Production quality control	17 31 8
Production, quality control	31 8
Production, quality control Buying/procurement	31 8 22
Production, quality control Buying/procurement Finance/accounting, controlling	31 8 22 6
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/	31 8 22 6 EDP) 4
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training	31 22 6 EDP) 4
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	31 22 6 EDP) 4
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	31 8 22 6 EDP) 4 7 12
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	31 8 222 6 EDP) 4 7 12 5 5 5 15
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	31 8 22 6 EDP) 4 7 12 5 5 5 15 5 1
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 4 27 500 999	31 8 22 6 EDP) 4 7 12 5 5 5 15 5 1
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 27 500 999 5 9 21 1000 9999	31 8 22 6 EDP) 4 7 12 5 5 5 5 15 5 15 15
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	31 8 22 6
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 27 500 999 5 9 21 1000 9999	31 8 22 6 EDP) 4 7 12 5 5 5 15 5 1 1

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3. Share of visitors on the event's days: 1st day 34 3rd day 34 2nd day 38 4th day 26

1,3 days

Length of stay
1. Length of stay (days):
one 76 three
two 19 four 2. Average length of stay

MODE HEIM HANDWERK (2009) ---- Essen

Basic data private visitors

Basic data pr		
Total number of vi	sitors	135 880
Proportion of priva	ate visitors	98%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	o to 100 km	% 94 4 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 99 - - - - -
Position in the con Entrepreneur, partne Managing director, head of an authority Senior department if with managerial res Department head, g Other salaried staff/	board member, / etc. nead, other employe ponsibility roup head	1

Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	4 2 2 5 6 11 25
Old-age pensioner Other not gainfully employed	5
Frequency of visits to trade fair	%
2008 2007	56 52
2006	47
2005	43
Earlier events	40
First visit	12

Additional data private visitors

Sex Male Female	% 25 75
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 11 10 23 26 17 6
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 8 11 13 10 10 7 6 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 48 18 12 6
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	80 8 13
Follow-up business	%
Intend to buy at later date yes no maybe	22 25 53
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REIFEN ---- Essen

Basic data trade visitors

Total number of visitors	17 995
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	6 4
more than 50 km up to 100 km more than 100 km up to 300 km	20
over 300 km	70
Total Germany	37
Baden- North Rhine- Württemberg 13 Westphalia	33
Bavaria 13 Rhineland-	
Berlin 2 Palatinate Brandenburg 1 Saarland	11
Brandenburg 1 Saarland Bremen - Saxony	2 2 2
Hamburg 1 Saxony-Anhalt	2
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 12	1
Total Foreign	63
of which EU	67
Rest of Europe Africa	12
Middle East	2
South-, East-, Central Asia Australia	8
Australia	4
The five countries with the highest	
visitor shares	%
Italy	10
Netherlands Great Britain	7
Romania	5
Belgium	5
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	43
Managing director, board member, head of an authority etc. Senior department head, other employee	16
with managerial responsibility	3
Department head, group head Other salaried staff/public service	12
Foreman, master craftsman	3
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position Student	8 3 4 1 2 4 2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	35
2006 2004	24 18
	15
2002 2000	15 11
2002 2000 Earlier events	11
2004 2000 2000 Earlier events First visit	11

Additional data trade visitors	
Economic sector Tire service	% 27
Tire trade	40
Vulcanizing company Motor vehicle workshop	2 5
Tire trade, craftsman's company Tire manufacturing and design	4
Tire manufacturing and design Tire manufacturing technology	1
Industry	1 7
Public authority	1
Other Student	8
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	% 50
Collectively	26
In an advisory capacity	12
No Student	9
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	56 6
Planning/work preparation	10
Manufacture/production	5
Production, quality control Buying/procurement	2 27
Finance/accounting, controlling	7
Information, communication technology (ED	P) 4
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	7
transport Maintenance/repairs	
Other area	7 8 2
Student Other not gainfully employed	1
Other not gaintuny employed	
Size of company/organization: Number of employees:	%
1- 4 27 500- 999	2
5- 9 21 1 000- 9 999	4
10- 49 21 10 000 and more 50- 99 8 Student	4
100-199 5 other not gainfully	2
200-499 5 employed	1
Length of stay	%
1. Length of stay (days): one 53 three 9	
two 33 four 5	
2. Average length of stay 1,7	days
3. Share of visitors on the event's days: 1st day 46 3rd day 49	%

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SECURITY ---- Essen

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	41 230
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	13 10
more than 50 km up to 100 km	29
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	49
Total Germany	62
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 11 Rhineland-	42
Berlin 3 Palatinate	6
Brandenburg 1 Saarland	1
Bremen - Saxony	2
Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig-	2
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 7	1
Total Foreign	38
of which EU	76
Rest of Europe South-, East-, Central Asia	11 6
other countries	7
The five countries with the highest	
visitor shares	%
Netherlands Austria	27 8
Belgium	7
Great Britain	6
Poland	4
Position in the company/organization Entrepreneur, partner, self-employed	% 19
Managing director, board member,	
head of an authority etc. Senior department head, other employe	10
with managerial responsibility	e 6
Department head, group head	21
Other salaried staff/public service	21
Skilled worker Lecturer, teacher, scientific assistant	10 3
Trainee	4
Other position	4
Student Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	29
2006 2004	21 15
2002	11
2000	8
Earlier events First visit	7 55
I HOL VIOLE	33

Additional data trade visitors

Economic sector Industry (without plant security)	% 21
Plant security	10
Skilled trades Trade	13 13
Police	3
Fire brigade Other local government authorities	4
Banks, saving banks	5
Guards/surveillance sector Insurance	14 1
Engineer's consultant's office	6
Architect, architect's office Public institutions	1
Other sectors	3 13
Student Other not gainfully employed	2
- The flot gainfully employed	
Influence on purchasing/	%
procurement decisions Decisively	31
Collectively	30
In an advisory capacity No	25 12
Student	2
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	25 10
Planning/work preparation	17
Manufacture/production	6 2
Production, quality control Buying/procurement	12
Finance/accounting, controlling Information, communication technology (EDP	3
Administration/organization/personnel/	,
social welfare/training Marketing/sales/advertising/PR	8 12
Storage/material management/logistics/	
transport Maintenance/repairs	2 14
Other area	
Student	16
Other net gainfully employed	2
Other not gainfully employed	
Size of company/organization:	1
Size of company/organization: Number of employees:	2 1
Size of company/organization: Number of employees: 1- 4 14 500- 999 5- 9 9 1 000- 9 999	2 1 % 6 12
Size of company/organization: Number of employees: 1- 4 14 500- 999 5- 9 9 1 000- 9 999 10- 49 18 10 000 and more	% 6 12 12
Size of company/organization: Number of employees: 1- 4	% 6 12 12 2
Size of company/organization: Number of employees: 1- 4	% 6 12 12
Size of company/organization: Number of employees: 1 - 4	% 6 12 12 2
Size of company/organization: Number of employees: 1- 4	% 6 12 12 2
Size of company/organization: Number of employees: 1 - 4	% 6 12 12 2
Size of company/organization: Number of employees: 1- 4	2 1 % 6 12 12 2 1
Size of company/organization: Number of employees: 1- 4	2 1 % 6 12 12 2 1

SHK

Basic data trade visitors

	52 53
Proportion of trade visitors	919
Region of residence	9
up to 50 km	3
more than 50 km up to 100 km more than 100 km up to 300 km	2
more than 100 km up to 300 km	3
over 300 km	
Total Germany	9
Baden- North Rhine-	0
Württemberg 1 Westphalia Bayaria 1 Rhineland-	8
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 3 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 7	
Total Foreign	
of which EU	8
other countries	1
share Netherlands	q
	3
Position in the company/organization	9
Position in the company/organization Entrepreneur, partner, self-employed	9 2
Managing director, board member,	9, 2
Managing director, board member, head of an authority etc.	2
Managing director, board member, head of an authority etc. Senior department head, other employee	2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	2 2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 1
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 1
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1 1
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	1 1 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006	1 1 1 3 3
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 2004 2002	9 2 1 1 1 3 3 2 2 2 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2004 2004 2002 2000	9 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 2004 2002	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

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-----> Essen

Additional data trade visitors

Economic sector	%
Sanitary systems	44
Heating systems	21
Air conditioning and ventilation system	
construction	2
Architect's, planner's, engineer's office	6
Wholesale, Retail	6 5
Industrial producer	4
Institutions (hospitals etc.)	1
Building owner	i
Housing Industry	,
Association/guild/chamber	2 1 3
Energy consulting	3
Other sectors	5
Student	5 5
	2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity	% 25 29
No Student Other not gainfully employed	21

Area of responsibility	%
Management	29
Research/development/design	% 29 5
Planning/work preparation	20
Manufacture/production	15
Production, quality control	13
Buying/procurement	15 3 14 (EDP) 4
Buying/procurement	14
Finance/accounting, controlling	(EDD) 4
Information, communication technology	(EDP) 4
Administration/organization/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	4
Maintenance/repairs	23
Other area	11
Student	
Other not gainfully employed	11 5 2

Number of	employe	ees:	%
1- 4	30	500 - 999	3
5- 9	18	1 000 - 9 999	5
10- 49	20	10 000 and more	3 5 3
50- 99	5	Student	5
100-199	5	other not gainfully	
200-499	6	employed	2

1. Length of	stay	(days):			%
one	91	three	1		
two	7	four	1		
2. Average	lengtl	n of stay		1,1	days
		rs on the ev	vent's	days:	%
1st day	32	3rd day	30	-	
2nd day	31	4th day	19		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente ---- Frankfurt/Main

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	132 096
Proportion of trade visitors	89%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 13 8 20 60
Total Germany Baden- Württemberg 14 Westphalia Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 2 Savony-Anhalt Hesse 29 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	51 15 9 3 2 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	49 60 12 3 8 2 4 10
The five countries with the highest visitor shares Great Britain Italy France USA Netherlands	% 8 8 6 6 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	45 13

Frequency of visits to trade fair 2009 2008 Earlier events

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other Student Other not gainfully employed	% 45 20 16 5 3 4 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 49 23 14 7 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (El Administration/organization/personnel/	% 44 5 2 3 1 19 1 OP) 1
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	10 1 1 6 5 2
Size of company/organization: Number of employees: 1 - 4 35 500 - 999 5 - 9 11 1 000 - 9 999 10 - 49 18 10 000 and more 50 - 99 6 Student 100-199 8 other not gainfully 200-499 5 employed	% 4 4 4 5
Length of stay 1. Length of stay (days): one 37 three 21 five two 26 four 9 2. Average length of stay 2,2	% 7

Automechanika ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	153 837
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km more than 100 km up to 300 km	8
over 300 km	22 63
OVEL 300 KIII	03
Total Germany	44
Baden- North Rhine-	10
Württemberg 19 Westphalia Bavaria 14 Rhineland-	18
Berlin 1 Palatinate	12
Brandenburg 1 Saarland	2
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	
Hesse 24 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 6	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest	56 57 12 7 2 5 9 3
visitor shares	%
Italy	6
France	
Netherlands	6 5 4
Austria	
Great Britain	4
Position in the company/organization	n %
Entrepreneur, partner, self-employed Managing director, board member,	34
Managing director, board member,	
head of an authority etc.	18
Senior department head, other employe	
with managerial responsibility Department head, group head	9 12
Other salaried staff/public service	7
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainge	· -

Trainee Other position

Student Other not gainfully employed

Frequency of visits to trade fair 2008 2006 Earlier events

Additional data trade visitors

Workshop, filling station Trade Industry Service Other sectors Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	DP)
Student	
Other not gainfully employed	
Size of company/organization: Number of employees: 1- 4 21 500- 999 5- 9 14 1 000- 999 10- 49 25 10 000 and more 50- 99 9 Student 100-199 7 other not gainfully 200-499 6 employed	
Size of company/organization: Number of employees: 1- 4 21 500- 999 5- 9 14 1000- 9999 10- 49 25 10 000 and more 50- 99 9 Student 100-199 7 other not gainfully	

Christmasworld ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	30 157
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 8 18 66
Total Germany Baden- Württemberg 16 Westphalia Bavaria 17 Rhineland- Berlin 4 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 21 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	43 13 11 3 2 1
Total Foreign of which EU Rest of Europe North America South and Central America South-, East-, Central Asia other countries	57 67 10 7 3 6 7
The five countries with the highest visitor shares Italy France Austria USA Great Britain	% 14 11 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	16
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 40 26 29 40

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other Student Other not gainfully employed	% 40 21 19 5 6 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 51 26 11 7 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/	% 44 5 4 4 - 15 -
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	1 11 1 1 9 3 1
Size of company/organization: Number of employees: 1- 4 38 500- 999 5- 9 14 1 000- 9999 10- 49 19 10 000 and more 50- 99 7 Student 100-199 5 other not gainfully 200-499 4 employed	% 3 4 1 3
Length of stay 1. Length of stay (days): one 44 three 15 five two 31 four 4	% 5
2. Average length of stay 2,0	days

Heimtextil ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	70 786
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 4 14 74
Total Germany Baden- Württemberg 19 Westphalia Bavaria 13 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saxony Hamburg 4 Saxony-Anhalt Hesse 24 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	35 18 7 1 3 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	65 48 11 4 7 5 8 15 2
The five countries with the highest visitor shares India USA France Italy Turkey	% 7 6 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	39 17
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 44 46 46 29

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service	2 3 1
Industry	
Skilled trades Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	4
Collectively	3
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	4
Management Research/development/design	-
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement Finance/accounting, controlling	1
Information, communication technology (E	DP)
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	1
transport	
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 25 500- 999	
5- 9 12 1 000- 9 999	
10- 49 23 10 000 and more 50- 99 10 Student	
100-199 7 other not gainfully	
200-499 6 employed	
Length of stay	
1. Length of stay (days):	
1. Length of stay (days): one 32 three 24 two 28 four 17	3 da

IFFA

Basic data trade visitors

basic data trade visitors	
Total number of visitors	58 245
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 6 6 19 69
Total Germany Baden- North Rhine-	40
Württemberg 14 Westphalia Bavaria 19 Rhineland-	16
Berlin 1 Palatinate Brandenburg 1 Saarland	8
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 25 Schleswig-	2 3 2
Mecklenburg- West Pommerania Lower Saxony Holstein 1 Thuringia 5	3 2
Total Foreign of which EU	60 56
Africa North America	5 4
South and Central America	12
Middle East South-, East-, Central Asia	2 8
South-, East-, Central Asia Australia Rest of Europe	5 9
The five countries with the highest visitor shares Netherlands Italy Austria Belgium Switzerland	% 8 8 6 5 4
Position in the company/organization Entrepreneur, partner, self-employed	% 26
Managing director, board member, head of an authority etc. Senior department head, other employee	16
with managerial responsibility Department head, group head	9 17
Other salaried staff/public service	9
Skilled worker Lecturer, teacher, scientific assistant	9 7 2 5 2 4
Trainee	5
Other position Student	4
Other not gainfully employed	2
Frequency of visits to trade fair 2007	% 39
2004	32
Earlier events First visit	26 44

Additional data trade visitors

Economic sector Retail trade	% 16
Wholesale/foreign trade	8
Skilled trades	11
Slaughterhouse operations	7
Industry	40
Service	6
Other	6
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	9/
Decisively	2
Collectively	32
In an advisory capacity	22
No	13
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	11
Planning/work preparation	3
Manufacture/production	13
Production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology	
Administration/organization/personnel/	()
social welfare/training	1
Marketing/sales/advertising/PR	1
Storage/material management/logistics/	
transport	1
Maintenance/repairs	
Other area	7
Student	/
Other not gainfully employed	1 3 7 4

Size of company/organization:

Number of	employees	:	
1- 4	10	500 - 999	1
5- 9	10	1 000 - 9 999	
10- 49	23	10 000 and more	
50- 99	10	Student	
100-199	10	other not gainfully	
200-499	10	employed	

Length 1. Length	of stay	(days):			%
one	44	three	15	five	5
two	20	four	8	six	8
2. Avera	ge lengt	h of stay		2,	3 days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel

Light + Building ---> Frankfurt/Main

Basic data trade visitors

Basic data trade visitors			
Total number	of visito	rs	183 111
Proportion of	trade vis	sitors	96%
Region of res up to 50 km more than 50 more than 100 over 300 km		100 km 300 km	% 13 10 24 54
Total German Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerz Lower Saxony	16 13 2 - 1 28	Rhineland- Palatinate Saarland Saxony Saxony-Anhali	56 16 11 3 2 -
Afric Nor Sou Mid Sou	th Americ th and Ce dle East		44 63 14 2 7 3 4 6
The five coun visitor shares Austria	tries with	1 the highest	% 10

The five countries with the highest	
visitor shares	%
Austria	10
Netherlands	8
Switzerland	7
USA	
France	

Position in the company/organization	%
Entrepreneur, partner, self-employed	29
Managing director, board member,	
head of an authority etc.	11
Senior department head, other employee	
with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	6
Other not gainfully employed	2

Frequency of visits to trade fair 2008	% 46
2006	33
Earlier events First visit	21 41
LILZE AIZIE	41

Additional data trade visitors

radicional adta trade visitors	
Economic sector Skilled trades Industry Retail trade Wholesale/foreign trade Service Other Student Other not gainfully employed	% 22 16 5 11 26 12
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 29 29 21 13
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 28 100 15 4 11 6 11 77 17 8 6 6 2
Size of company/organization: Number of employees: 1 4 23 500 - 999 999 5 - 9 111 1 000 - 9999 999 10 - 49 22 10 000 and more 50 - 99 6 Student 100 - 199 6 other not gainfully 200 - 499 5 employed	% 5 8 6 6
Length of stay 1. Length of stay (days): one 48 three 14 five	%

2. Average length of stay

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

Conducted by: Wissler & Partner, Basel

Musikmesse ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	77 609
Proportion of trade visitors	70%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 10 25 51
Total Germany	61
Baden- North Rhine- Württemberg 16 Westphalia	13
Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	11 2 3 1
Hesse 28 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 4	1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	39 75 13 2 3 1 1 1 3 2
The five countries with the highest visitor shares Netherlands Austria France Switzerland Great Britain	% 13 11 10 7 6

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 18 4 2 4 7 3 24 2 5 26 5
Frequency of visits to trade fair	%
2009	39
2008	39
Earlier events	48
First visit	29

Additional data trade visitors

Economic sector	9
Retail trade Wholesale/foreign trade	1
Skilled trades	
Industry	5
Educational institution Services/free-lance	1
Event venue	
Media Other sectors	
Influence on purchasing/	
procurement decisions	9
Decisively Collectively	2
Collectively In an advisory capacity	1
No	1
Student Other not gainfully employed	2
Area of responsibility	q
Management	2
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement Finance/accounting, controlling	
Information, communication technology (E	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	1
Student Other pet gainfully employed	2
Other not gainfully employed	
Size of company/organization: Number of employees:	9
1- 4 29 500- 999	
5- 9 8 1 000 - 9 999	
10- 49	2
100-199 4 other not gainfully	_
200-499 3 employed	
Length of stay	9
1 Longth of ctay (days).	
1. Length of stay (days): one 61 three 13	
1.Length of stay (days): one 61 three 13 two 18 four 9	
one 61 three 13 two 18 four 9	7 day

Paperworld ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	45 521
Proportion of trade visitors	93%
Region of residence up to 50 km	% 10 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 69
Total Germany Baden- North Rhine-	39
Württemberg 19 Westphalia Bavaria 13 Rhineland-	14
Berlin 3 Palatinate Brandenburg 1 Saarland	7 1
Bremen 1 Saxony	2
Hesse 28 Schleswig-	•
Mecklenburg- West Pommerania Lower Saxony Holstein 1 Thuringia 5	1
Total Foreign of which EU	61 57
Rest of Europe	11
Africa North America	4 8
South and Central America Middle East	5 6
South-, East-, Central Asia Australia	8
The five countries with the highest visitor shares	%
Italy France	9
USA	9 7 7 6
Great Britain Netherlands	5
Position in the company/organization Entrepreneur, partner, self-employed	% 38
Managing director, board member, head of an authority etc.	16
Senior department head, other employed with managerial responsibility	e 10
Department head, group head	11 12
Other salaried staff/public service Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	3 - 2 2 4
Other position Student	2 4
Other not gainfully employed	3
Frequency of visits to trade fair 2009	% 42
2008 Earlier events	34 32
First visit	36

Additional data trade visitors

Economic sector

Industry Skilled trades Other Student Other not gainfully employed	13 13 8 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 41 26 17 11 4 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 444 5 2 5 1 1 13 - 1 14 1 7 4 3
Size of company/organization: Number of employees: 1- 4 27 500- 999 1- 99 12 1000- 999 10- 49 19 10 000 and more 10- 49 19 10 000 and more 50- 99 10 Student 100-199 6 other not gainfully 200-499 7 employed	% 4 5 4 4
Length of stay 1. Length of stay (days): one 43 three 18 two 29 four 10 2. Average length of stay 2,0 d 3. Share of visitors on the event's days:	% ays

Prolight + Sound ----> Frankfurt/Main

Basic data trade visitors

Basic data trade visitors Total number of visitors	30 816
Proportion of trade visitors	86%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 10 7 28 55
Total Germany Baden- Württemberg 18 Westphalia Bavaria 15 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 18 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	56 21 9 1 3 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	44 69 16 3 3 1 6 2
The five countries with the highest visitor shares Netherlands Switzerland France Belgium Austria	% 14 9 7 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	32 7
Frequency of visits to trade fair 2009 2008 Earlier events	% 48 47 46

First visit

Additional data trade visitors

Retail trade	9/ 13
Wholesale/foreign trade Skilled trades	
Industry	1
Educational institution Services/free-lance	17
Event venue	10
Media Other sectors	10
Other sectors	
Influence on purchasing/ procurement decisions	9
Decisively	30
Collectively In an advisory capacity	2
No	1
Student Other not gainfully employed	1.
Area of responsibility	9/
Management Research/development/design	29
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	4
Finance/accounting, controlling Information, communication technology (E	
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
transport Maintenance/repairs	4
transport Maintenance/repairs Other area	1
transport Maintenance/repairs	10 12
transport Maintenance/repairs Other area Student Other not gainfully employed	1 1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999	1
transport Maintenance/repairs Other area Student Other not gainfully employed	11 11 99
transfort Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more 50- 99 5 Student	11 11 99
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more 50- 99 5 Student	9/
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 34 500 - 999 5 - 9 12 1 000 - 9 999 10 - 49 15 10 000 and more 50 - 99 5 Student 100 - 199 5 other not gainfully 200 - 499 5 employed	99
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more 50- 99 5 Student 100-199 5 other not gainfully 200-499 5 employed Length of stay 1.Length of stay (days):	9/
transfort Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more 50- 99 5 Student 100-199 5 other not gainfully 200-499 5 employed Length of stay 1. Length of stay (days): one 53 three 13	99
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 34 500 - 999 5- 9 12 1 000 - 9999 10- 49 15 10 000 and more 50- 99 5 Student 100-199 5 other not gainfully 200-499 5 employed Length of stay 1.Length of stay two 24 four 11	99

Tendence

Total number of visitors	56 968
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km more than 100 km up to 300 km	12 33
over 300 km	36
Total Germany	75
Baden- North Rhine- Württemberg 18 Westphalia	15
Bavaria 11 Rhineland- Berlin 2 Palatinate	12
Brandenburg 1 Saarland	2
Bremen 1 Saxony	
Hamburg 2 Saxony-Anhalt Hesse 29 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 3	
Total Foreign	25
of which EU Rest of Europe	58 16
North America	7
South-, East-, Central Asia	15
other countries	5
The five countries with the highest visitor shares	%
Switzerland	14
Netherlands	10
France	10 7
Austria China (PR)	7
Position in the companylorganization	%
Position in the company/organization Entrepreneur, partner, self-employed	61
Managing director, board member, head of an authority etc. Senior department head, other employee	9
with managerial responsibility	4
Department head, group head Other salaried staff/public service	7 8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee Other position	1
Student	4
Other not gainfully employed	3
Frequency of visits to trade fair	%
2009	45 41
2008 Earlier events	41
First visit	33

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student	% 54 14 14 3 5 3
Student Other not gainfully employed	4

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	9/ 57 20 12
Other not gainfully employed	3

Area of responsibility	%
Management	50
Research/development/design	
Planning/work preparation	2
Manufacture/production	2 2 5
Production, quality control	_
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology	
Administration/organization/personnel/	(LDI)
social welfare/training	1
Marketing/sales/advertising/PR	1 7
Storage/material management/logistics/	,
transport	_
Maintenance/repairs	
Other area	10
Student	
Other not gainfully employed	4
Other not damining employed	3

Nulliber of	employe	es.	7/0
1- 4	52	500 - 999	2
5- 9	14	1 000 - 9 999	3
10- 49	13	10 000 and more	1
50- 99	4	Student	4
100-199	3	other not gainfully	
200-499	3	employed	3
Length of	stav		%
1. Length o	f stay (da	ays):	,,

Size of company/organization:

1. Length one two	of stay 55 28	(days): three four	11 4	five	
2. Averag	e lengtl	n of stay		1,7	day
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel

viscom frankfurt ---- Frankfurt/Main

Basic data trade visitors

Busic data trade visitors	
Total number of visitors	12 100
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	41 36
Total Germany Baden- North Rhine-	84
Württemberg 17 Westphalia Bavaria 11 Rhineland-	20
Berlin 1 Palatinate	8
Brandenburg 1 Saarland	2
Bremen 1 Saxony	4
Hamburg 1 Saxony-Anhalt	3
Hesse 23 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	2
Lower Saxony 3	,
Total Foreign	16
of which EU Rest of Europe	79 13
other countries	8
The two countries with the highest	
visitor shares	%
Austria Netherlands	18 11
Netherlands	- 11
Position in the company/organization Entrepreneur, partner, self-employed	% 54
Managing director, board member, head of an authority etc.	
head of an authority etc.	8
Senior department head, other employed with managerial responsibility	e 3
Department head, group head	14
Other salaried staff/public service	'7
Skilled worker	5
Lecturer, teacher, scientific assistant	5 1 4 2 2
Trainee	4
Other position Student	2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	35
2006 Earlier events	17 17
First visit	38
i ii at viait	30

Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Advertising	60 10
Service Publishing/printing	6
Wholesale trade	5
Retail trade	4
Information-/communication industry	3
Automobile industry	- 1
Authority/public services	1
Media (print, broadcast media) Clothing industry	1
Other sectors	ģ
Student	9
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	52
Collectively	23
In an advisory capacity	15
Student	8 2
Other not gainfully employed	1
Anna of mannamellities	0/
Area of responsibility Management	% 47
Research/development/design	1
Planning/work preparation	3
Manufacture/production	14
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling Information, communication technology (EDF	9
Administration/organization/personnel/	, ,
social welfare/training	9
Marketing/sales/advertising/PR	21
Storage/material management/logistics/ transport	
Maintenance/repairs	1
Other area	4
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees:	%
1- 4 47 500- 999	1
5- 9 16 1 000- 9 999 10- 49 18 10 000 and more	3 1
50- 99 7 Student	2
100-199 3 other not gainfully	-
200-499 3 employed	1
Longth of stay	%
Length of stay 1. Length of stay (days):	70
one 86 two 10 three	4
2. Average length of stay 1,2 of	lays

Conducted by: Wissler & Partner, Basel

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

DU UND DEINE WELT ----> Hamburg

Basic data private visitors

Total number of visitors	93 592
Proportion of private visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 77 15 6 2
Total Germany	100
Baden- North Rhine- Württemberg - Westphalia Bayaria - Rhineland-	-
Berlin - Palatinate	-
Brandenburg - Saarland Bremen - Saxony	
Hamburg 51 Saxony-Anhalt	_
Hesse - Schleswig- Mecklenburg- Holstein	34
West Pommerania 1 Thuringia Lower Saxony 13	-
Position in the company/organization Entrepreneur, partner, self-employed	· %
Entrepreneur, partner, self-employed Managing director, board member,	6
head of an authority etc.	1
Senior department head, other employe	e 1
with managerial responsibility Department head, group head	5
Other salaried staff/public service	34
Skilled worker Lecturer, teacher, scientific assistant	6
Trainee	6 2 5 5 5
Other position Housewife/man	5
Old-age pensioner	5 14
Student	13
Other not gainfully employed	3

Frequency of visits to trade fair 2009 2008 Earlier events

Additional data private visitors

Sex Male Female	% 32 68
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 21 13 20 16 12 5
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 11 14 13 13 9 6 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 43 17 16 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 76 5 19
Follow-up business Intend to buy at later date yes no maybe	% 17 29 54
Conducted by: PhoneResearch KG, Hamburg	

hanseboot (2009) ----> Hamburg

Basic data private visitors

Total number of visitors	87 973
Proportion of private visitors	85%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 38 17 31 14
Total Germany Baden- Württemberg 2 Westphalia Bavaria 2 Rhineland- Berlin 4 Palatinate Brandenburg 1 Saarland	96 4
Brandenburg 1 Saarland Bremen 3 Saxony Hamburg 25 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania 6 Thuringia Lower Saxony 22	1 28
Total Foreign	4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 18
with managerial responsibility	2 8 23
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	6
Other salaried staff/public service Skilled worker	6

Additional data private visitors

Sex Male Female	% 77 23
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years	% 8 12 13 25 19 18 5
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 4 6 9 11 13 16 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 45 14 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 49 18 33
Follow-up business Intend to buy at later date yes no maybe	% 34 19 47
Conducted by: PhoneResearch KG, Hamburg	, _

HansePferd ---- Hamburg

Basic data private visitors

	44 745
Proportion of private visitors	90%
Region of residence	%
up to 50 km	56
more than 50 km up to 100 km more than 100 km up to 300 km	26 14
over 300 km	4
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia Bavaria - Rhineland-	1
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg 1 Saarland	
Bremen 1 Saxony	-
Hamburg 30 Saxony-Anhalt	-
Hesse - Schleswig-	45
Mecklenburg- Holstein West Pommerania 2 Thuringia	45
Lower Saxony 20	
Total Foreign	1
Position in the company/organization	
Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed Managing director, board member,	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	7 - ! 1 5
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	7 - ! 1 5 25
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	7 - ! 1 5 25 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	7 • 1 5 25 4 3
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	7 • 1 5 25 4 3 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Olddage pensioner Student	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Olddage pensioner Student	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2008	7 1 5 25 25 4 3 3 10 4 4 1 1 35 5 5
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2008 2008	1 5 25 4 3 10 4 1 35 1 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 Earlier events First visit	7 1 5 25 25 4 3 3 10 4 4 1 1 35 5 5

Additional data private visitors

The color of the	Sex Male Female	% 12 88
up to 900, EUR up to 1 500, EUR 18 more than 1 500, EUR up to 2 000, EUR 18 more than 1 500, EUR up to 2 000, EUR 18 more than 2 000, EUR up to 2 600, EUR 19 more than 3 600, EUR up to 3 600, EUR 19 more than 3 600, EUR up to 5 000, EUR 19 more than 5 000, EUR up to 5 000, EUR 19 more than 5 000, EUR up to 5 000, EUR 19 more than 5 000, EUR up to 5 000, EUR 19 more than 5 000, EUR up to 5 000, EUR 10 10 10 10 10 10 10 10 10 10 10 10 10	up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	% 36 25 14 18 5 1
1 person 15 2 persons 27 3 persons 27 4 persons 25 5 persons and more 10 Buying and ordering capacity Purchase or order made or intended at the exhibition yes 81 no 6 maybe 13 Follow-up business 17 Follow-up business 18 Intend to buy at later date yes 25 no 21	up to more than more than 1 500,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR	% 9 8 10 11 11 9 10 32
Purchase or order made or intended at the exhibition yes 81 no 6 maybe 13 Follow-up business % Intend to buy at later date yes 25 no 21	1 person 2 persons 3 persons 4 persons	% 15 27 23 25 10
Intend to buy at later date yes 29 no 21	Purchase or order made or intended at the exhibition yes no	% 81 6 13
Conducted by: PhoneResearch KG, Hamburg	Intend to buy at later date yes no maybe	% 29 21 50

INTERNORGA

Total number of visitors	100 400
Proportion of trade visitors	90%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 20 13 32 35
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 3 Palatinate Brandenburg 3 Saarland Bremen 3 Saxony Hamburg 14 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 27	97 13 1 2 2 3
Total Foreign of which EU Rest of Europe other countries	6: 1: 2:
The country with the highest visitor share Austria	9/ 16
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	22 see
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 32 28 18 40

----- Hamburg

Additional data trade visitors

Economic sector Hotels/guest house Restaurant Franchise restaurant Coffee shop Discotheque, night club, bar Snack bars, filling stations Large-scale canteens, schools, hospitals, homes Catering Baker's/confectioner's Butcher Food and beverage trade Industrie (food, nonfood) Planning/architecture/interior furnishings Large kitchen specialist trade Other	% 18 29 4 11 11 19 5 12 14 2 3 3 3 1
Student Other not gainfully employed	5

Influence on purchasing/	
procurement decisions	%
Decisively	2
Collectively	31
In an advisory capacity	26
No	16
Student	
Other not gainfully employed	1

Area of responsibility % Management 28 Research/development/design 1
Research/development/design 1
Research/development/design 1
planeter to a final plane and a second
Planning/work preparation 3
Manufacture/production 24
Production, quality control 2
Production, quality control Buying/procurement 5 Finance/accounting, controlling Information, communication technology (FDP) 2
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 -
Service sector 18
Student 5
Other not gainfully employed 1

Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	npany/c employe 14 16 32 12 7 5	500 - 1 000 - 10 000 an other not g	Student	% 3 4 1 5
Length of some	stay (d	lays): three 2	five	%

Conducted by: PhoneResearch KG, Hamburg

3. Share of visitors on the event's days: %
1st day 15 3rd day 20 5th day 23
2nd day 20 4th day 28 6th day 12

2. Average length of stay

NORTEC — Hamburg

Basic data trade visitors

basic data trade visitors		
Total number of visitors	10 292	
Proportion of trade visitors	90%	
Region of residence	%	
up to 50 km	46	
more than 50 km up to 100 km	23	
more than 100 km up to 300 km	21	
over 300 km	10	
Total Germany	98	
Baden- North Rhine-		
Württemberg 1 Westphalia	4	
Bavaria - Rhineland-		
Berlin 1 Palatinate	-	
Brandenburg - Saarland	-	
Bremen 2 Saxony Hamburg 24 Saxony-Anhalt	1	
Hamburg 24 Saxony-Anhalt Hesse 1 Schleswig-		
Mecklenburg- Holstein	42	
West Pommerania 3 Thuringia	42	
Lower Saxony 20		
Total Foreign	2	
Position in the company/organization	%	
Entrepreneur, partner, self-employed	12	
Managing director, board member,	2	
head of an authority etc. Senior department head, other employed	3	
with managerial responsibility	5	
Department head, group head	25	
Other salaried staff/public service	18	
Skilled worker	12	
Lecturer, teacher, scientific assistant	2	
Trainee	16	
Other position	2	
Student	4	
Other not gainfully employed	1	
Frequency of visits to trade fair	%	
2008	27	
2006	21	
Earlier events	11	
First visit	52	
	32	

Additional data trade visitors

	_
Economic sector	%
Industry	55
Trade '	7
Skilled trades	15
Service company	10
Authority/public services Vocational school/polytechnic/university	3 4
Other	1
Student	4
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	20
Collectively	27
In an advisory capacity No	23 25
Student	4
Other not gainfully employed	1
Area of responsibility	% 16
Management Research/development/design	11
Planning/work preparation	8
Manufacture/production	32
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling Information, communication technology (EDI	D) _
Administration/organization/personnel/) -
social welfare/training	3
Marketing/sales/advertising/PR	11
Storage/material management/logistics/	
transport Maintenance/repairs	4
Other area	-
Student	4
Other not gainfully employed	1
Size of company/organization:	%
Number of employees: 1- 4 6 500- 999	70 8
5- 9 9 1 000- 9 999	9
10- 49 23 10 000 and more	4
50- 99 12 Student	4
100-199 12 other not gainfully	
200-499 12 employed	1
Length of stay	%
1. Length of stay (days):	%
1. Length of stay (days): one 92 three 1	%
1.Length of stay (days): one 92 three 1 two 7 four -	%
1. Length of stay (days): one 92 three 1 two 7 four - 2. Average length of stay 1,1 (days
1. Length of stay (days): one 92 three 1 two 7 four - 2. Average length of stay 1,1 (3. Share of visitors on the event's days:	
1. Length of stay (days): one 92 three 1 two 7 four - 2. Average length of stay 1,1 (days

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG ---> Hamburg

Basic data private visitors

Total number of visitors	57 187	
Proportion of private visitors	94%	
Region of residence up to 50 km	% 76	
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 7 1	
Total Germany Baden- North Rhine-	99	
Württemberg - Westphalia Bavaria - Rhineland-	1	
Berlin - Palatinate Brandenburg - Saarland	- 1	
Bremen - Saxony Hamburg 45 Saxony-Anhalt Hesse - Schleswig-	-	
Mecklenburg- West Pommerania Lower Saxony Holstein Thuringia Thuringia	37	
Total Foreign	1	
Position in the company/organization Entrepreneur, partner, self-employed	% 6	
Managing director, board member, head of an authority etc.	1	
Senior department head, other employed with managerial responsibility Department head, group head, master	1	
craftsman Other salaried staff/public service	7 31	
Skilled worker Lecturer, teacher, scientific assistant Trainee	6 2 1	
Other position Housewife/man	4 5	
Old-age pensioner Student	29 5 2	
Other not gainfully employed Frequency of visits to trade fair	% 42	
2009 2008 Earlier events First visit	42 42 25 21	

Additional data private visitors

Sex Male Female	% 48 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 9 10 22 23 23 9
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 7 10 14 14 11 8 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 55 10 11 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 40 40
Follow-up business Intend to buy at later date yes no maybe	% 28 17 55
Conducted by: PhoneResearch KG, Hamburg)

SMM ---- Hamburg

Basic data trade visitors

Total number of visitors	47 604
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 22 11 24 43
Total Germany Baden- Württemberg 3 Westphalia Bavaria 3 Rhineland- Berlin 1 Palatinate Brandenburg 5 Saxony Hamburg 22 Saxony-Anhalt Hesse 5 Saxony Mecklenburg- West Pommerania Lower Saxony 22	67 5 1 1 1 25
Total Foreign of which EU Rest of Europe North America South and Central America Asia other countries	33 68 17 2 3 8 2
The five countries with the highest visitor shares Denmark Netherlands Great Britain Norway Poland	% 13 11 10 6
Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	14
Frequency of visits to trade fair 2008 Earlier events First visit	% 4 29 8 44

Economic sector Shipping and shipping companies Navy, defence industry Shippoutfitters Shipbuilding industry, shipyard industry Ship outfitters 8 Machine and plant construction 13 metal production and processing 2 Electrical engineering/electronics 7 Other sectors 3 Engineer's office 5 Offshore Research, science, university vocational school 1 Authority/public services 2 Other sectors 9 Other not gainfully employed 2 Influence on purchasing/ procurement decisions 9 Cecisively 17 Collectively 18 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Collectively 12 Collectively 13 Collectively 14 Collectively 15 Collectively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Collectively 12 Collectively 13 Collectively 14 Collectively 15 Collectively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Collectively 12 Collectively 13 Collectively 14 Collectively 15 Collectively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Collectively 11 Collectively 12 Collectively 12 Collectively 13 Collectively 14 Collectively 15 Collectively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Collectively 11 Collectively 12 Collectively 12 Collectively 14 Collectively 15 Collectively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 19 Collectively 10 Collective	Additional data trade visitors	
Navy, defence industry 5 Shipbuilding industry, shippard industry 13 Ship outfitters 8 Machine and plant construction 13 metal production and processing 2 Electrical engineering/electronics 7 Other sectors 3 Engineer's office 5 Offshore 5 Offshore 2 Research, science, university vocational school 1 Authority/public services 9 Student 9 Other not gainfully employed 2 Influence on purchasing/ procurement decisions 9 Other not gainfully employed 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Pother not gainfully employed 2 Po		
Machine and plant construction metal production and processing 2 Electrical engineering/electronics 7 Other sectors 3 Engineer's office 5 Offshore 2 Research, science, university vocational school 1 Authority/public services 2 Other sectors 9 Student 9 Other not gainfully employed 2 Other sectors 9 Student 9 Other not gainfully employed 2 Other sectors 9 Student 9 Other not gainfully employed 2 Other sectors 9 Student 9 Other not gainfully employed 2 Other sectors 9 Student 9 Other not gainfully employed 2 Other sectors 9 Other not gainfully employed 2 Other not gainfully employed 2 Other sectors 9 Other not gainfully employed 2 Other not gainfully employed 1 Other not gainfully employed 1 Other not gainfully employed 1 Other not gainfully control 1 Other not gainfully control 2 Other not gainfully employed 1 Other area 1 Other not gainfully employed 2 Other not gainfully 2 Other Notate of Stay 1,5 days 3. Share of visitors on the event's days: 9 Other Notate	Navy, defence industry	
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		8 13
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	metal production and processing	2
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	Other sectors	3
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		2
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		ol 1 2
Influence on purchasing/ procurement decisions % Decisively 17 Collectively 26 In an advisory capacity 25 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 13 10- 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 2 200-499 12 employed 2 Length of stay % 1. Length of stay when the went's days: one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	Other sectors	9
procurement decisions Decisively Decisively Decisively 17 Collectively 18 In an advisory capacity Student Other not gainfully employed Area of responsibility Management 12 Research/development/design 16 Planning/work preparation Manufacture/production 9 Production, quality control Buying/procurement 7 Finance/accounting, controlling 12 Information, communication technology (EDP) 1 Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: When the stay of the property of the propert		2
Decisively Collectively In an advisory capacity No 21 Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Maintenance/repairs Storage/material management/logistics/ transport Seafaring and navigation Other area 1 Student Other not gainfully employed Size of company/organization: Number of employees: When the substitution of the property	Influence on purchasing/	0/-
In an advisory capacity No 21 No 21 Student 9 Other not gainfully employed 2 Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 17 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 - 4 7 500 - 999 8 5 - 9 6 1 000 - 999 13 10 - 49 17 10 000 and more 6 50 - 99 12 Student 9 100 - 199 8 other not gainfully 200 - 499 12 employed 2 Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 1st day 29 3rd day 50	Decisively	17
Student Other not gainfully employed Area of responsibility Management Research/development/design 16 Planning/work preparation Manufacture/production 9 Production, quality control Buying/procurement 7 Finance/accounting, controlling 12 Information, communication technology (EDP) 1 Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 5eafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees:		25
Area of responsibility % Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 8 5- 9 6 1 000 9999 13 10- 49 17 10 000 and more 6 50- 99 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay % 1.Length of stay when the product of t	The second secon	
Management 12 Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1-4 7 500-999 8 5-9 6 1 000-9999 13 10-49 17 10 000 and more 6 50-99 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay % 1.Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		2
Research/development/design 16 Planning/work preparation 5 Manufacture/production 9 Production, quality control 2 Buying/procurement 7 Finance/accounting, controlling 2 Information, communication technology (EDP) 1 Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 4 7 500 999 8 5 9 6 1 000 999 13 10 49 17 10 000 and more 6 50 99 12 Student 9 100-199 8 other not gainfully 200-499 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay % 1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		
Information, communication technology (EDP) 1 Administration/organization/personnel/ Social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 - 4 7 500 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 100 - 199 10	Research/development/design	16
Information, communication technology (EDP) 1 Administration/organization/personnel/ Social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 - 4 7 500 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 100 - 199 10	Manufacture/production	9
Information, communication technology (EDP) 1 Administration/organization/personnel/ Social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 - 4 7 500 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 - 9 999 13 10 - 49 17 10 1000 100 - 199 10		2 7
Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1 - 4 7 500 - 999 8 5 - 9 6 1 000 - 9 999 13 10 - 49 17 10 000 and more 6 50 - 99 12 Student 9 100 - 199 8 other not gainfully 200 - 499 12 employed 2 Length of stay % 1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	Finance/accounting, controlling	
Marketing/sales/advertising/PR 10 Maintenance/repairs 10 Storage/material management/logistics/ transport 1 Seafaring and navigation 11 Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1-4 7 500-999 8 5-9 6 1000-9999 13 10-49 17 10 000 and more 6 50-99 12 Student 9 100-199 8 other not gainfully 200-499 12 Eength of stay % * 1.Length of stay (days): 0ne 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	Administration/organization/personnel/	
Storage/material management/logistics/ transport	Marketing/sales/advertising/PR	10
Seafaring and navigation	Maintenance/repairs Storage/material management/logistics/	
Other area 1 Student 9 Other not gainfully employed 2 Size of company/organization: Number of employees: % 1- 4 7 500 999 8 5- 9 6 1 000 9999 13 10- 49 17 10 000 and more 6 50- 99 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay % 1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		
Other not gainfully employed 2 Size of company/organization: Number of employees:	Other area	1
Number of employees:		2
Number of employees:	Size of company/organization:	
5- 9 6 1 000- 9 999 13 10- 49 17 10 000 and more 6 50- 99 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay % 1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	Number of employees:	
50- 99 12 Student 9 100-199 8 other not gainfully 200-499 12 employed 2 Length of stay	5- 9 6 1 000 - 9 999	13
200-499 12 employed 2 Length of stay % 1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50	50- 99 12 Student	
1. Length of stay (days): one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		2
one 67 three 7 two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		%
two 21 four 5 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 29 3rd day 50		
3. Share of visitors on the event's days: % 1st day 29 3rd day 50	two 21 four 5	
1st day 29 3rd day 50		
	1st day 29 3rd day 50	70

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

Frequency of visits to trade fair % 48 49 42 37 27 17 2008 2007 2006 2005 Earlier events First visit

ABF (2009) ---- Hannover

Basic data private visitors

Total number of v	/isito	rs	135 083
Proportion of priv	ate	visitors	96%
Region of residen up to 50 km more than 50 km i more than 100 km over 300 km	up to	100 km 300 km	70 22 6 1
Total Germany			100
Baden-		North Rhine-	
Württemberg		Westphalia	3
Bavaria Berlin		Rhineland- Palatinate	
Brandenburg		Saarland	
Bremen		Saxony	
Hamburg	-	Saxony-Anhalt	-
Hesse	1	Schleswig-	
Mecklenburg-		Holstein	-
West Pommerania	95	Thuringia	-
Lower Saxony			

Additional data private visitors

Sex Male Female	% 52 48
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 8 13 23 23 23 7
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR N/A	% 6 11 10 12 13 8 6 34
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 51 18 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 54 17 29
Follow-up business Intend to buy at later date yes no maybe	% 18 27 55
Conducted by: Gelszus Messe-Marktforschul	ng

GmbH, Dortmund

Altenpflege

Total number of visitors	30 936
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km more than 100 km up to 300 km	17 44
over 300 km	18
Total Germany	99
Baden- North Rhine-	20
Württemberg 2 Westphalia Bavaria 2 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig-	20
Berlin 2 Palatinate	2
Brandenburg 2 Saarland	1
Bremen 2 Saxony	i
Hamburg 2 Saxony-Anhalt	4
Mecklenburg- Holstein	5 2
West Pommerania 3 Thuringia	2
Lower Saxony 46	
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, hom	9
Managing director, board member, nom director etc.	e 9
Chief administrator	1
Kitchen manager	i
Other salaried staff, civil servant with	
managerial responsibility	4
Head of nursing service	12
Ward sister	5
Salaried staff, civil servant	6
Geriatric nurse, nurse/male nurse	21
Assistant geriatric nurse, nurse	5 2
Lecturer, teacher, scientific assistant Skilled domestic worker	2
Trainee	11
Other position	
Student	5 5
Frequency of visits to trade fair	%
Nürnberg 2009	9
Hanover 2008	34
Nürnberg 2007 Hanover 2006	8
Hanover 2006	25 19
Earlier events First visit	19 34
I II ST VISIT	34

Additional data trade visitors

Economic sector Old peoples' home Nursing home Old peoples' and nursing home	% 11 19 26
Day-care facilities Social ward	1 3 10
Out-patient nursing services	
Hospital Welfare association	3 1 1
Sponsor	1
Public authority	1 2 2 1 1
School Residental home for the elderly	2
Therapeutic facility	1
Rehabilitation clinic Sanitary products retailer, pharmacy	1
Other	12
Student	5

Influence on purchasing/ procurement decisions	9
Decisively	1
Collectively	2
In an advisory capacity No Student	2

Area of responsibility	% 18
Management	18
Research/development/design	1
Planning/work preparation	
Manufacture/production	1
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	(EDP) 2
Information, communication technology	(EDP) 2
Administration/organization/personnel/	. ,
social welfare/training	10
Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2
Nursing service	52
Kitchen/household	52 52 52 10
Other area	10
Student	5

1-	4	5 1	200 -	499
5-	9	4	500 -	999
10-	49	28	1 000 -	999
50-	99	24	10 000 and	more
100-	199	15	St	udent

Length o	of stay	(days).			%
one	90	two	8	three	2
2. Averag	e lengtl	n of stay		1,1	days
3. Share of 1st day	of visito 40	rs on the e 2nd day	event's 42	days: 3rd day	% 29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BIOTECHNICA — Hannover

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	9 714
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km more than 100 km up to 300 km	10 31
over 300 km	41
Total Germany	80
Baden- North Rhine- Württemberg 6 Westphalia Bavaria 6 Rhineland-	16
Berlin 7 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony Hamburg 6 Saxony-Anhalt	3
Hamburg 6 Saxony-Anhalt Hesse 5 Schleswig-	3
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 38	3
Total Foreign	20
of which EU	62
Rest of Europe North America	13 9
South-, East-, Central Asia	6
other countries	10
The five countries with the highest	0/
visitor shares Great Britain	% 16
Netherlands	10
USA	7
France Switzerland	6
SWILZERIANU	-
Position in the company/organization Entrepreneur, partner, self-employed	% 7
Managing director, board member,	/
head of an authority etc.	7
Senior department head, other employee	
with managerial responsibility Department head, group head	4 11
Other salaried staff/public service	25
Skilled worker	1
Lecturer, teacher, scientific assistant	20
Trainee Other position	3
Student	18
Other not gainfully employed	2
Frequency of visits to trade fair 2009	% 33
2009	29

First visit

Additional data trade visitors

Economic sector	%
Core Biotech, applied biotechnology	10
Enabling technologies	2
Interdisciplinary technology	2
Chemical industry Pharmaceuticals industry	5
Food and luxuries industry	3
Research/teaching	30
Trade, distribution	. 6
Service companies (total) Other sectors	10
Student	18
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	
	% 23
Decisively Collectively	29
In an advisory capacity	17
No	11
Student Other not gainfully employed	18
other not gainfully employed	
Area of responsibility	%
Management Research/development/design	11 50
Planning/work preparation	2
Manufacture/production	4
Production, quality control	
Buying/procurement Finance/accounting, controlling	1
Information, communication technology (ED	
Administration/organization/personnel/	_
social welfare/training Marketing/sales/advertising/PR	16
Pedagogy	2
Storage/material management/logistics/	
transport	1
Maintenance/repairs Other area	2
Student	18
Size of company/organization: Number of employees:	%
1- 4 6 500- 999	8
5- 9 6 1 000- 9 999	12
10 - 49 19 10 000 and more 50 - 99 7 Student	18
100-199 8 other not gainfully	- 10
200-499 9 employed	2
Length of stay	%
1. Length of stay (days): one 77 two 15 three	8
	days
E. AVCIAGE ICHANI DI SIAV	
3. Share of visitors on the event's days:	%

CeBIT — Hannover

Basic data trade visitors

Total number of visitors	319 702
Proportion of trade visitors	75%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	32
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	46
Total Germany	80
Baden- North Rhine-	
Württemberg 8 Westphalia	18
Bavaria 8 Rhineland-	
Berlin 4 Palatinate Brandenburg 1 Saarland	3
Brandenburg 1 Saarland	-
Bremen 2 Saxony	3
Bremen 2 Saxony Hamburg 5 Saxony-Anhalt Hesse 7 Schleswig-	3
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	3
Lower Saxony 31	2
Total Foreign	20
of which EU	64
Rest of Europe	14
Africa	14 2 2 2 7 9
North America	2
South and Central America	2
Middle East	7
South-, East-, Central Asia	9
South-, East-, Central Asia Australia	9
Australia The five countries with the highest	-
Australia The five countries with the highest visitor shares	%
Australia The five countries with the highest visitor shares Netherlands	% 10
Australia The five countries with the highest visitor shares Netherlands Austria	% 10 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland	% 10 6 6
Australia The five countries with the highest visitor shares Netherlands Austria	% 10 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain	% 10 6 6 5
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain	% 10 6 6 5
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed	% 10 6 6 5
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 100 66 55 55
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 10 6 6 5 5 5 7 17
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head other employed	% 10 6 5 5 5 7 17
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Denartment head group head	% 100 66 55 57 17 111
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Denartment head group head	% 10 6 5 5 5 7 17
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 100 66 55 57 17 111 e
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 100 66 65 55 57 117 111 e 5 122 311 33 33 33 33
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 100 66 55 57 17 111 e
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 100 66 65 55 77 17 111 111 11 11 11 11 11 11 11 11 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 100 66 66 55 5 12 13 13 33 55 5 13 13
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 100 66 65 55 77 17 111 111 11 11 11 11 11 11 11 11 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 100 66 65 55 5 5 12 13 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	% 100 66 66 55 5 5 12 13 3 3 3 3 5 5 5 1 13 3 1 1 1 1 1 1 1 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Denmark Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 100 66 65 55 5 5 12 13 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Additional data trade visitors

Economic sector	%
Manufacturers of hardware, end devices, infrastructure	2
Telecommunications services	1
Software and IT systems specialists	10
IT services, IT consultants	23
Trade	10
Company and freelancer services Power industry	1
Manufacturing sector	10
Authority/public services	12
Media Industry	4
Skilled trades Building trade	-
traffic and logistic	- 3
Travel and tourism	
Banks, financial service providers, insurance	
companies	4
Health and medical systems	
Influence on purchasing/ procurement decisions	%
Decisively	30
Collectively	25
In an advisory capacity	20
No Student	12
Other not gainfully employed	17
	_
Area of responsibility	9/
Management Research/development/design	14
Planning/work preparation	1
Manufacture/production	4
Production, quality control	-
Buying/procurement Finance/accounting, controlling	2
Information, communication technology (EDP)	
Administration/organization/personnel/	
social welfare/training	
Marketing/sales/advertising/PR	1.
Storage/material management/logistics/ transport	
Maintenance/repairs	- 1
Other area '	
	-
Student	13
Student Other not gainfully employed	13
Student Other not gainfully employed Size of company/organization:	13
Student Other not gainfully employed Size of company/organization: Number of employees:	9
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500- 999	9/
Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 14 500 - 999 5 - 9 7 1 000 - 9 999 10 - 49 17 10 000 and more	9/
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4	9/
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4	9% (6 12 (6 13
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4	9/ 6 12
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500 - 999 15- 9 7 1 000 - 9999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay	9/ (12
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500- 999 15- 9 7 1 000- 9999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days):	9% (6 12 (6 13
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4	9/ (12
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500- 999 5- 9 7 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 71 three 6 five two 18 four 2	9/ (12 13 13 14 14 14 14 14 14 14 14 14 14 14 14 14
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500 999 5- 9 7 1 000 9999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1,5 d	9/ (1) (1) (1) (2) (3)
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 14 500- 999 5- 9 7 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 71 three 6 five two 18 four 2	9, 11, 11, 11, 11, 11, 11, 11, 11, 11, 1

Conducted by: Wissler & Partner, Basel

DOMOTEX — Hannover

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	38 704
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 6 4 16 73
Total Germany Baden- Württemberg 8 Westphalia Bavaria 10 Rhineland- Berlin 3 Palatinate Brandenburg 2 Sazony Hamburg 5 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 25	43 25 4 1 2 2 3 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	57 52 12 3 6 3 7 16
The five countries with the highest visitor shares India Netherlands Belgium Italy Great Britain	% 9 8 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	41 22
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 51 54 55 27

Additional data trade visitors	
Economic sector Specialist retail trade Wholesale trade Interior decorator Parquet and floor layer Painter Furnishing/furniture stores Architect's/interior designer's, contract	% 22 28 6 14 3 2
furnishers Department stores, mail order, DIY stores Timber trade Industry Authority/public services Press, media Other Student Other not gainfully employed	6 3 7 24 1 1 4 1
Influence on purchasing/ procurement decisions Decisively Collectively	% 52 21
In an advisory capacity No Student Other not gainfully employed	16 8 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED	% 44 6 7 8 3 12 2 P) 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	3 25 1 1 4 1
Size of company/organization: Number of employees: 1 - 4 25 500 - 999 5 - 9 14 1 000 - 9 999 10 - 49 24 10 000 and more 50 - 99 10 Student 5tudent 100-199 7 other not gainfully 200-499 7 employed	% 5 5 1 1
Length of stay 1. Length of stay (days): one 45 three 15 two 27 four 12	%
2. Average length of stay 2,0 3. Share of visitors on the event's days: 1st day 46 3rd day 57	days %

Conducted by: Wissler & Partner, Basel

EuroBLECH — Hannover

Basic data trade visitors

Total number of visitors	61 454
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	6
more than 50 km up to 100 km more than 100 km up to 300 km	7 25
over 300 km	62
Total Germany	62
Baden- North Rhine- Württemberg 12 Westphalia	28
Bavaria 9 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg 1 Saarland Bremen 1 Saxony	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3
Hesse 7 Schleswig-	-
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 24	3
Total Foreign	38
of which EU	60
Rest of Europe	15 2
Africa North America	4
South and Central America	4
Middle East	6
South-, East-, Central Asia Australia	7
Australia	
The five countries with the highest	0/
visitor shares	%
Austria Netherlands	7
Netherlands Switzerland	6
Netherlands Switzerland Belgium	6
Netherlands Switzerland	8 7 6 5
Netherlands Switzerland Belgium Italy Position in the company/organization	ı %
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed	ı %
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1 % 13
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 13
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	1 % 13 19 e
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	1 % 13 19 e g 24
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	e 94 21
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	e 94 21 6
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 % 13 e g 24 21 6 1 3
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	e 94 21 6
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 13 19 e c c c c c c c c c c c c c c c c c c
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	19 9% 13 13 19 19 19 19 19 19 19 19 19 19 19 19 19
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	19
Netherlands Switzerland Belgium Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	19 9% 13 13 19 19 19 19 19 19 19 19 19 19 19 19 19

Additional data trade visitors

Economic sector Industry Wholesale/foreign trade Retail trade Skilled trades Service Authority/public services University/college/polytechnic Other sectors Student Other not gainfully employed	% 73 8 2 9 6 1 1 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 34 30 19 13 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/	% 24 18 15 31 7 12 2
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	3 21 3 6 3 2 1
Size of company/organization: Number of employees: 1 - 4 - 5 - 500 - 999 1 - 4 - 5 - 7 - 1 000 - 9999 999 10 - 49 - 23 - 10 000 and more 50 - 99 - 14 - Student 100 - 199 - 17 - 0 other not gainfully 200 - 499 - 13 - employed	% 6 10 3 2
Length of stay 1.Length of stay (days): one 63 three 8 five two 24 four 2 2.Average length of stay 1,6 d	% 3 lays
3. Share of visitors on the event's days:	% 20

EuroTier with Bio-Energy

	144 985
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	40 42
OVEL 300 KIII	42
Total Germany	83
Baden- North Rhine-	
Württemberg 8 Westphalia	17
Bavaria 14 Rhineland- Berlin - Palatinate	4
Berlin - Palatinate Brandenburg 2 Saarland	4
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	3
Hesse 8 Schleswig-	
Mecklenburg- Holstein	7 2
West Pommerania 2 Thuringia	2
Lower Saxony 28	
Total Foreign	17
of which EU	67
Rest of Europe	13
Africa	67 13 3 3 3
North America	3
South and Central America	3
Middle East	4
South-, East-, Central Asia Australia	1
The five countries with the highest visitor shares Netherlands Austria Denmark Switzerland	% 14 9 6
Poland	6
Position in the company/organization	ı %
Position in the company/organization Entrepreneur, partner, self-employed	50
Managing director, board member, head of an authority etc.	
nead of an authority etc. Senior department head, other employe	10
Senior department head, other employe with managerial responsibility	. 2
Department nead, group nead	2 5 6 9 2 6 5 3
Other salaried staff/public service	6
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee Other position	5
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	53
2006	39
Earlier events First visit	42
	26

Decentral — Hannover

Additional data trade visitors

Economic sector	%
Agricultural business, company	65
Service supply agency	2
Machine cooperative	1
Industry	7
Trade/sales	4
Veterinary surgeon	2
Energy supply company, public utilities	
Company	1
Other service	7
Authorities, municipal authorities,	
association	2
University/college/polytechnic	3
Other sectors	2
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively	% 37
Collectively	25
In an advisory capacity	21
No	13
Student	3
Other not gainfully employed	1

Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed

Number of	employe	organization: ees:	%
1- 4	57 1	500 - 999	2 3 1 3
5- 9	7	1 000 - 9 999	3
10- 49	13	10 000 and more	1
50- 99	4	Student	3
100-199	3	other not gainfully	
200-499	3	employed	1
		N/A	4
Length of	stav		0/0

Length 1. Length	of stay	/1 \		%
1. Lengtr		(days):		
one	73	three	5	
two	20	four	2	
2. Averag	ge lengt	h of stay		1,4 days
3. Share	of visito	rs on the	event's days:	: N/A

Conducted by: Wissler & Partner, Basel

HANNOVER MESSE — Hannover

Basic data trade visitors Total number of visitors	148 413
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 13 35 39
Total Germany Baden- Württemberg 8 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anha Hesse 6 Schleswig- Hocklenburg- West Pommerania Lower Saxony 33 Total Foreign	88 21 2 - 3 3 1t 3
Total Foreign of which EU Africa Rest of Europe South and Central America Middle East South-, East-, Central Asia other countries	12 66 3 11 5 2 10
The five countries with the highest visitor shares Netherlands Austria Denmark France Poland	% 16 8 8 6 5
Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	10

Lecturer, teacher, scientific assistant

Other not gainfully employed

Earlier events

Frequency of visits to trade fair 2009 2008

Additional data trade visitors

Additional data trade visitors	
Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Student Other not gainfully employed	% 12 37 3 4 2 12 5 19 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 20 26 18 12 19 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 11 27 7 13 4 8 2 9 14 14 2 8 3 19 5
Size of company/organization: Number of employees: 1- 4 8 500- 999 5- 9 5 1 000- 9 999 10- 49 13 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully 200-499 10 employed	% 5 11 7 19
Length of stay 1. Length of stay (days): one 80 three 4 five two 15 four 1 2. Average length of stay 1,3 d 3. Share of visitors on the event's days: 1st day 13 3rd day 33 5th day 2nd day 30 4th day 33	% 1 ays % 20

Conducted by: Wissler & Partner, Basel

CoilTechnica ----> **Hannover Messe**

Basic data trade visitors

Total number of visitors	43 485
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 16 12 25 47
Total Germany	84
Baden- North Rhine- Württemberg 9 Westphalia	21
Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland	2
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig-	4
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 33	3
Total Foreign of which EU other countries	16 68 32
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 13
head of an authority etc. Senior department head, other employed	10
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	3 15 32
Lecturer, teacher, scientific assistant Trainee	5 5 3 1
Other position Student Other not gainfully employed	12
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 40 37 46 32

Economic s	ector				9/
Power indus					1.
Manufacturi		ctor			3
Building trac Skilled trade					
Trade	:3				
Telecommun	icatio	n			
Company ar			service	S	1.
Authority/pu			trial ra	coarch	
Research ins Student	stitute	s, illuus	uiai ie	searcii	1.
Other not g	ainfull	y emplo	yed		
Influence o	n pur	chasing	j /		
procuremen	nt dec	isions			9/ 2!
Decisively Collectively					2
In an adviso	ry car	oacity			24
No	, 1				1
Student	ainfull	v omnis	wod		1.
Other not g	airriull	y emplo	yeu		
Area of res		bility			9
Managemen	it Valor -	non+/d-	cian		10
Research/de Planning/wo					3.
Manufacture					1.
Production,	qualit	y contro	ol		4
Buying/proci			olling		8
Finance/acco Information,	comr	y, contr nunicati	on tec	hnology (FD	
Administrati	on/ord	anizati	on/pers	onnel/	.,.
social welfa					
Marketing/s	ales/a	dvertisir	ng/PR	aistics/	1!
Storage/mat transport	enan	nanage	ment/id	ogistics/	
Maintenance	e/repa	irs			
Other area	-1				3
Student	الباران	u amri-	wad		1
Other not g	ailliüll	у етіріс	yea		-
Size of com			zation	:	
Number of		yees:	EOO	000	9/
1- 4 5- 9	10 5	1	500 - 000 -	999 9 999	1!
10- 49	13			and more	1
50- 99	8			student	1.
100-199	6	oth		gainfully	
200-499	10			employed	
Length of s					9
1. Length of			7	fine	
	70 20	three four	7	five	- 7

Conducted by: Wissler & Partner, Basel

3. Share of visitors on the event's days: %
1st day 20 3rd day 36 5th day 23
2nd day 30 4th day 38

2. Average length of stay

1,5 days

Digital Factory ----> Hannover Messe

Basic data trade visitors

Total number of visitors	45 266
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 12 13 34 42
Total Germany	90
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 9 Rhineland-	19
Berlin 4 Palatinate Brandenburg 1 Saarland	2
Bremen 3 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig-	3
Mecklenburg- West Pommerania Lower Saxony Holstein 2 Thuringia 31	3 2
Total Foreign of which EU other countries	10 67 33
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 12
head of an authority etc. Senior department head, other employe	8
with managerial responsibility Department head, group head Other salaried staff/public service	4 13 26
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	3 7 5 1
Other position Student Other not gainfully employed	19 3
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 40 41 47 34

Additional data trade visitors	;
Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Other Other not gainfully employed	% 6 39 3 2 4 4 18 7 8 1 19 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 21 25 19 13 19 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 13 33 7 14 5 4 2 P) 12 5 12 3 6 3 19 3
Size of company/organization: Number of employees: 1 4 7 500 - 999 999 5 9 5 1 000 - 9999 999 10 49 15 10 000 and more 50 99 8 Student 100 100 15 10 1	% 5 11 10 19
Length of stay 1. Length of stay (days): one 79 three 3 five two 16 four - 2. Average length of stay 13	% 2
2. Average length of stay 1,3 3. Share of visitors on the event's days: 1st day 13 3rd day 34 5th day	days % 18

Conducted by: Wissler & Partner, Basel

Energy — Hannover Messe

Basic data trade visitors

Total number of visitors	83 111
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	36 39
Total Germany	86
Baden- North Rhine-	
Vürttemberg 7 Westphalia	19
Bavaria 7 Rhineland- Berlin 4 Palatinate	2
Brandenburg 1 Saarland	
Bremen 3 Saxony	3
Hamburg 5 Saxony-Anhalt	3
Hesse 6 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 33	2
Total Foreign	14
of which EŬ	60
Rest of Europe	14
South and Central America	8
South-, East-, Central Asia other countries	11
The five countries with the highest visitor shares Netherlands Austria Switzerland Denmark Poland	% 10 8 7 6
Position in the company/organization	%
Entrepreneur, partner, self-employed	12
Managing director, board member,	
head of an authority etc.	8
Senior department head, other employe with managerial responsibility	e 4
Department head, group head	15
Other salaried staff/public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee Other position	2
Student	19
Other not gainfully employed	5
Frequency of visits to trade fair	%
2009 2008	41 40
Earlier events	40
First visit	33

Additional data trade visitors

Economic sector Power industry	% 23
Manufacturing sector	27
Building trade Skilled trades	4
Trade	5
Telecommunication Company and freelancer services	13
Company and freelancer services Authority/public services	2 2 13 5 1
Research institutes, industrial research Other	1
Student	19
Other not gainfully employed	
Influence on purchasing/ procurement decisions	%
Decisively	20
Collectively In an advisory capacity	26 18
No	13
Student Other not gainfully employed	19
Area of responsibility	% 13
Management Research/development/design	23
Planning/work preparation	8
MA C	4.4
Manufacture/production	
Manufacture/production Production, quality control Buying/procurement	2
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling	8
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	(EDP) 2 15
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	(EDP) 4
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	(EDP) 4 5 15 15 15 15 15 15 15 15 15 15 15 15 1
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500-998	(EDP) 2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	(EDP) 4 5 5 5 5 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500- 993 15- 9 5 1 000- 993 10- 49 13 10 000 and more 50- 99 7 student	(EDP) 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	(EDP) 4 19 19 19 19 19 19 19 19 19 19 19 19 19
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500- 993 15- 9 5 1 000- 993 10- 49 13 10 000 and more 50- 99 7 student	(EDP) 2 15 15 15 15 15 15 15 15 15 15 15 15 15
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	(EDP) 2 15 15 15 15 15 15 15 15 15 15 15 15 15
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	(EDP) 2 19 19 19 19 19 19 19 19 19 19 19 19 19
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	2 (EDP) 2 (EDP
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	9% 99 13 9 13 9 13 14 19 9%
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	((EDP) 4 11: 11: 11: 11: 11: 11: 11: 11: 11: 1

Conducted by: Wissler & Partner, Basel

Industrial Automation

Total number of visitors	91 274
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	13 32
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	42
Total Germany	86
Baden- North Rhine- Württemberg 9 Westphalia	23
Württemberg 9 Westphalia Bavaria 7 Rhineland-	23
	2
Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	-
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	3
Hesse 7 Schleswig-	,
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 31	2
201101 3410119	
Total Foreign of which EU	14
Rest of Europe	65 12
South and Central America	5
South-, East-, Central Asia	9
other countries	9
The five countries with the highest	
visitor shares	%
Netherlands Denmark	15 10
Austria	
Poland	9
France	5
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	9
head of an authority etc.	7
Senior department head, other employe	e .
with managerial responsibility	4 19
Department head, group head Other salaried staff/public service	29
Skilled worker '	5
Lecturer, teacher, scientific assistant	4
Trainee Other position	2
Other position Student	17
Other not gainfully employed	3
Frequency of visits to trade fair	%
2009	40
2008 Earlier events	43 49
First visit	29

-----> Hannover Messe

Additional data trade visitors

Economic sector	%
Power industry	9
Manufacturing sector	47
Building trade	2
Skilled trades	3
Trade	5
Telecommunication	2
Company and freelancer services Authority/public services	11
Authority/public services	4
Research institutes, industrial research	5
Student	17
Other not gainfully employed	3

Influence on purchasing/ procurement decisions Decisively Collectively	9/ 2(3(
In an advisory capacity No	20
Student Other not gainfully employed	1

%
11
30
8
16
4 8 1
1
P) 4
. , .
4
14
2
10
10 2 17
17
3

1- 4 5- 9 10- 49 50- 99	7 5 14 9	500 - 999 1 000 - 9 999 10 000 and more Student	13 8 17
100-199 200-499	9 11	other not gainfully employed	3
Length of :		avs).	%

one two	76 18	tnree four	1	TIVE	- 1
2. Average	length	n of stay		1,3	days
1st day	15	rs on the ev 3rd day 4th day		days: 5th day	% 20

Conducted by: Wissler & Partner, Basel

Industrial Supply — Hannover Messe

Basic data trade visitors

Total number of visitors	60 849
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km more than 100 km up to 300 km	12
more than 100 km up to 300 km	31
over 300 km	45
Total Germany	82
Baden- North Rhine- Württemberg 10 Westphalia	23
	23
Bavaria 7 Rhineland- Berlin 3 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony	4
Hamburg 3 Saxony-Anhalt	3
Hesse 6 Schleswig-	,
Mecklenburg- Holstein	3
West Pommerania 2 Thuringia	3
Lower Saxony 30	
Total Foreign	18
of which EU	64
Rest of Europe	13
South-, East-, Central Asia	11
other countries	13
The three countries with the highest	
visitor shares	%
Netherlands	17
France	8
France	8 8
France Denmark	8
France Denmark Position in the company/organization Entrepreneur, partner, self-employed	8
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 11
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc.	% 11 10
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	% 11 10
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility	% 11 10 e 4
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 11 10 e 4 20
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	8 % 11 10 e 4 20 28
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Department salaried staff/public service skilled worker	8 % 11 10 e 4 20 28
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	8 % 11 10 e 4 20 28
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	8 % 111 10 e 4 20 288 3 3 3 3 1 1
France Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	8 % 11 10 e 4 20 28 3 3 3 1 15
France	8 % 111 10 e 4 20 288 3 3 3 3 1 1
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	8 % 11 10 e 4 20 288 3 3 1 1 155 5 3
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	8 % 11 10 e 4 20 28 8 3 3 3 1 1 5 3
Prance Denmark Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	8 % 11 10 e 4 20 288 3 3 1 1 155 5 3
Prance Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	8 % 11 10 e 4 20 28 3 3 1 1 15 3 3 6 % 38

Additional data trade visitors

	rs
Economic sector	%
Power industry Manufacturing sector	7 49
Building trade	49 3 4 8 2
Skilled trades Trade	4 2
Telecommunication	2
Company and freelancer services Authority/public services	10 4
Research institutes, industrial research	5
Student Other not gainfully employed	15 3
Influence on purchasing/	
procurement decisions Decisively	% 27
Collectively	27
In an advisory capacity No	18 10
Student	15
Other not gainfully employed	3
Area of responsibility Management	% 15
Research/development/design	26
Planning/work preparation	7 15
Manufacture/production Production, quality control	5
Buying/procurement	15
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/	EDP) 3
social welfare/training	4 19
Marketing/sales/advertising/PR Storage/material management/logistics/	13
transport	3 6
Maintenance/repairs Other area	3
Student	15 3
Other not gainfully employed	3
Size of company/organization: Number of employees:	%
1- 4 9 500- 999	5
5- 9 5 1 000- 9 999 10- 49 16 10 000 and more	10 6
	15
50- 99 11 Student	
50- 99 11 Student 100-199 10 other not gainfully	
50- 99 11 Student	3
50- 99	
50- 99 11 Student 100-199 10 other not gainfully 200-499 11 employed	3
50- 99 11 Student 100-199 10 other not gainfully 200-499 11 employed Length of stay 1. Length of stay (days): one 74 three 6 five two 18 four 2	3 %
50- 99 11 Student 100-199 10 other not gainfully 200-499 11 employed Length of stay 1. Length of stay (days): one 74 three 6 five two 18 four 2	3 %

Conducted by: Wissler & Partner, Basel

MicroNanoTec ----> Hannover Messe

Basic data trade visitors

Total number of visitors	46 008
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	32 37
Total Germany	89
Baden- North Rhine- Württemberg 8 Westphalia	22
Bavaria 4 Rhineland- Berlin 4 Palatinate	4
Berlin 4 Palatinate Brandenburg 1 Saarland	1
	4
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	2
Hesse 5 Schleswig-	_
Mecklenburg- Holstein	4
West Pommerania - Thuringia	4
Lower Saxony 36	
Total Foreign of which EU	11 63
other countries	37
The country with the highest visitor	
share Netherlands	% 22
Position in the company/organization	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	6
Senior department head, other employed	
with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	23
Skilled worker	4
Lecturer, teacher, scientific assistant Trainee	9
Other position	1
Student	27
Other not gainfully employed	6
Frequency of visits to trade fair	%
2009	33
2008	33
Earlier events First visit	40 43
I II DE VIDIE	43

Additional data trade visitors

Power inductor	
Power industry Manufacturing sector	2
Building trade	-
Skilled trades Trade	
Talee Telecommunication	
Company and freelancer services	1
Authority/public services Research institutes, industrial research	1
Other	2
Student Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	1
Collectively	2
In an advisory capacity No	1
Student	2
Other not gainfully employed	
Area of responsibility Management	(
Research/development/design	3
Planning/work preparation	1
Manufacture/production Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (E	DP)
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR	1
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area	2
Student Other not gainfully employed	
Student Other not gainfully employed Size of company/organization:	
Student Other not gainfully employed Size of company/organization: Number of employees:	
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 5- 9 3 1 000- 9 999	
Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999 5 - 9 3 1 000 - 9999 10 - 49 12 10 000 and more	1
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500 - 999 5- 9 3 1 000 - 9 999 10- 49 12 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully	1
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500 - 999 5- 9 3 1 000 - 9 999 10- 49 12 10 000 and more 50- 99 8 Student	1
Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999 5 - 9 3 1 000 - 9999 10 - 49 12 10 000 and more 50 - 99 8 Student 100-199 8 other not gainfully 200-499 9 employed Length of stay	2
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500 - 999 5- 9 3 1 000 - 9999 10- 49 12 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully 200-499 9 employed	2
Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500 - 999 5- 9 3 1 000 - 9999 10- 49 12 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully 200-499 9 employed Length of stay 1. Length of stay (days):	2

Conducted by: Wissler & Partner, Basel

MobiliTec — Hannover Messe

Basic data trade visitors

Total number of visitors	40 368	
Proportion of trade visitors	95%	
Region of residence	% 14	
up to 50 km more than 50 km up to 100 km	13	
more than 100 km up to 300 km over 300 km	33 40	
Total Germany	89	
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 9 Rhineland-	18	
Berlin 6 Palatinate Brandenburg 1 Saarland	2	
Bremen 2 Saxony	4 2	
Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig-	2	
Mecklenburg- Holstein	3 2	
West Pommerania 2 Thuringia Lower Saxony 33	2	
Total Foreign	11	
of which EU other countries	80 20	
Position in the company/organization Entrepreneur, partner, self-employed	% 13	
Managing director, board member,		
head of an authority etc. Senior department head, other employed	7	
with managerial responsibility	2	
Department head, group head Other salaried staff/public service	13 26	
Skilled worker Lecturer, teacher, scientific assistant	3	
Trainee	6 3 2	
Other position Student	2 20	
Other not gainfully employed	5	
Frequency of visits to trade fair 2009	% 37	
2008	38	
Earlier events First visit	46 33	

Additional data trade visitors	
Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Other Student Other not gainfully employed	% 12 31 2 4 4 3 17 7 6 1 20 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 17 23 20 15 20
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 12 32 4 8 5 6 2 7) 4 8 15 2 4 4 20 5 5
Size of company/organization: Number of employees: 1 1- 4 10 500- 999 5- 9 6 1 000- 9 999 10- 49 13 10 000 and more 50- 99 6 Student 100-199 7 other not gainfully 200-499 8 employed	% 4 12 9 20
Length of stay 1. Length of stay (days): one 74 three 5 five two 18 four 2 2. Average length of stay 1,4 of 3. Share of visitors on the event's days:	% 3 days %
1st day 17 3rd day 33 5th day	23

Conducted by: Wissler & Partner, Basel

Power Plant Technology ----> Hannover Messe

Basic data trade visitors

Total number of visitors	40 665
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	33
over 300 km	45
Total Germany	82
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 8 Rhineland-	19
Berlin 4 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony	4
Hamburg 3 Saxony-Anhalt	3
Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania 2 Thuringia	5
Lower Saxony 30	3
of which EU Rest of Europe other countries	60 14 26
Position in the company/organization	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	10
Senior department head, other employed	e
with managerial responsibility	5
with managenal responsibility	
Department head, group head	
Department head, group head Other salaried staff/public service	24
Department head, group head Other salaried staff/public service Skilled worker	24
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	24
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	24 3 5 2 2
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	24 3 5 2 2 19
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	16 24 3 5 2 2 19
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	24 3 5 2 2 19 4
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	24 3 5 2 2 19 4 9%
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	24 3 5 2 2 19 4

Additional data trade visitors

Economi	ic sector				9/
Power in					23
Manufac		ctor			28
Building	trade				
Skilled tr					
Trade					- !
Telecomr					14
Company Authority	/ and tre	erancer	ervices		- 14
Research			rial roc	earch	- 1
Other	mstitute	.s, maas	ilui ics	curcii	
Student					19
Other no	t gainful	ly emplo	yed		4
Influence procurer	e on pu	rchasing	1		9
Decisivel	v	CISIOIIS			2
Collective	elv				2
In an ad		pacity			2
No					1
Student					1
Other no	t gainiui	iy empio	yea		
Area of		ibility			9
Manager		mont/do	ian		1
Research					2
Planning Manufac					10
Production			l .		
Buying/p					
Finance/a	accountir	ig, contr	olling _.		
				nology (ED	P) 3
Administ social we	ration/or	ganızatıc	n/perso	nnel/	
Marketin			n/PR		1
Storage/i				aistics/	- "
transport				,	
Maintena		airs			
Other are	ea				1
Student	t aninful	lu ampla	uad		1
Other no	t gailliui	iy emplo	yeu		
Size of o	of ample	//organi	zation:		9
1- 4		yees.	500 -	999	7
5- 9		1		9 999	1
10- 49	13	10		nd more	
50- 99				Student	1
100-199		oth		gainfully	
200-499	10		er	nployed	_
Length o		() \			9
1. Length			_	£	
one	72 19	three	6 2	five	
two 2. Averag		four of stay	2	1,4	dav
	_	s on the	event'		uay 9

Conducted by: Wissler & Partner, Basel

PROMOTION WORLD

Total number of visitors	18 848
Proportion of trade visitors	74%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km more than 100 km up to 300 km	8 32
more than 100 km up to 300 km over 300 km	43
Total Germany	86
Baden- North Rhine- Württemberg 9 Westphalia	23
Bavaria 7 Rhineland-	23
Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 3 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	1
Brandenburg 2 Saarland Bremen 3 Saxony	-
Bremen 3 Saxony Hamburg 4 Saxony-Anhalt	3
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 31	2
Total Foreign	14
of which EU	55 21
Rest of Europe South-, East-, Central Asia	12
other countries	12
The two countries with the highest visitor shares	%
Netherlands	10
Switzerland	10
Position in the company/organization	% 18
Entrepreneur, partner, self-employed Managing director, board member,	10
head of an authority etc. Senior department head, other employee	15
	_
with managerial responsibility Department head, group head	6 15
Other salaried staff/public service	15 32
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	2 2 2 1 6
Other position	1
Student	6
Other not gainfully employed	2
Frequency of visits to trade fair 2009	% 34
2008	24
Earlier events	16
First visit	57

-----> Hannover Messe

Additional data trade visitors

	01
Economic sector	%
Power industry	8
Industry	37
Skilled trades	5
Trade	9
Company and freelancer services	27
Company and freelancer services Authority/public services	7
traffic and logistic	3
Other	2
Student	6
Other not gainfully employed	2

Influence on purchasing/	
procurement decisions	%
Decisively	40
Collectively	33
In an advisory capacity	13
No	(
Student	(
Other not gainfully employed	2

Area of responsibility	%
Management	18
Research/development/design	11
Planning/work preparation	2
Manufacture/production	6
Production, quality control	2 7 3
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology Administration/organization/personnel/	(EDP) 3
social welfare/training	4
Marketing/sales/advertising/PR	46
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2
Other area	4
Student	2 4 6
Other not gainfully employed	2

Number of			
1- 4	14	500 - 999	
5- 9	9	1 000 - 9 999	
10- 49	20	10 000 and more	
50- 99	9	Student	
100-199	10	other not gainfully	
200-499	11	employed	

Length o	f stay				%
1. Length					
one	79	three	4	five	4
two	13	four	1		
2. Average	e lengtl	n of stay		1,4	days
3. Share o	f visito	rs on the ev	vent's	days:	%
1st day	24	3rd day	30	5th day	24
2nd dáy	/ 30	4th day	30		

Conducted by: Wissler & Partner, Basel

Research & Technology ----- Hannover Messe

Basic data trade visitors

Total number of visitors	52 093
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km more than 100 km up to 300 km	13 34
over 300 km	38
Total Germany	89
Baden- North Rhine- Württemberg 9 Westphalia	19
Bavaria 7 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	1 1
Brandenburg 1 Saarland Bremen 3 Saxony	3
Bremen 3 Saxony Hamburg 5 Saxony-Anhalt Hesse 6 Schleswig-	2
Hesse 6 Schleswig-	_
Mecklenburg- Holstein	4
West Pommerania 2 Thuringia Lower Saxony 34	2
Total Foreign	11
of which EŬ	63
of which EU Rest of Europe	13
of which EU Rest of Europe South-, East-, Central Asia	13 13
of which EU Rest of Europe	13
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest	13 13
of which EU Rest of Europe South-, East-, Central Asia other countries	13 13 11
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares	13 13 11 ——————————————————————————————
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization	13 13 11 % 13 12
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed	13 13 11 % 13 12
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc.	13 13 11 % 13 12 % 9
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee	13 13 11 % 13 12
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility	13 13 11
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed Department head, other employed Department head, other beat group head	13 13 11 % 13 12 % 9 6 e
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	13 13 11
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed Department head, other employed Department head, other beat group head	13 13 11 % 13 12
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee	13 13 11 % 13 12
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	13 13 11 % 13 12 % 9 9 4 15 25 2 2 9 9
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	13 13 11
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	13 13 11 % 13 12 % 9 9 4 15 25 2 2 9 9
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	13 13 111
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Dither salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Irrainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	13 13 111
of which EÜ Rest of Europe South-, East-, Central Asia other countries The two countries with the highest visitor shares Denmark Netherlands Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	13 13 111

Additional data trade visitors

F	0/
Economic sector Power industry	% 7
Manufacturing sector	33
Building trade	3
Skilled trades	3 2 3
Trade	3
Telecommunication	2 14
Company and freelancer services Authority/public services	8
Research institutes, industrial research	12
Other	1
Student	22
Other not gainfully employed	6
Influence on purchasing/	
procurement decisions	%
Decisively	19
Collectively	26 17
In an advisory capacity No	10
Student	22
Other not gainfully employed	6
Area of responsibility	%
Management	9
Research/development/design	41
Planning/work preparation	4
Manufacture/production	11
Production, quality control Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (ED)	P) 4
Administration/organization/personnel/	-
social welfare/training Marketing/sales/advertising/PR	5 9
Storage/material management/logistics/	_
transport	2
Maintenance/repairs	4
Other area	3
Student Other pet gainfully employed	22 6
Other not gainfully employed	0
Size of company/organization:	
Number of employees:	0/
1_ // 2 500_ 000	
1- 4 8 500- 999 5- 9 4 1 000- 9 999	6
1- 4 8 500- 999 5- 9 4 1 000- 9 999 10- 49 11 10 000 and more	13
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student	13
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully	13 8 22
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student	13 8 22
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed	6 13 8 22
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay (days):	6 13 8 22 6
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay (days): one 78 three 5 five	6 13 8 22
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay three 5 five two 15 four 1	6 13 8 22 6 6 %
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay (days): one 78 three 5 five	6 13 8 22 6 % 1
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay (days): one 78 three 5 five two 15 four 1 2. Average length of stay 1,3 (days): 3. Share of visitors on the event's days:	6 13 8 22 6 % 1 days
5- 9 4 1 000- 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 other not gainfully 200-499 10 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1. 2. Average length of stay 1. 3 1,3 1	

Conducted by: Wissler & Partner, Basel

infa ---- Hannover

Basic data private visitors

	itors	213 294
Proportion of privat	te visitors	97%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	to 100 km	% 68 23 8 1
Total Germany	Name Dhina	100
Baden- Württemberg	North Rhine- - Westphalia	4
Bavaria Berlin	- Rhineland- - Palatinate	_
Brandenburg	- Saarland	-
Bremen Hamburg	SaxonySaxony-Anhalt	1
Hesse Mecklenburg-	- Schleswig- Holstein	
West Pommerania	1 Thuringia 94	1
Position in the com	pany/organization	%
Entrepreneur, partner	, self-employed	% 7
Entrepreneur, partner Managing director, be head of an authority	, self-employed oard member, etc.	2
Entrepreneur, partner Managing director, b head of an authority Senior department he	, self-employed oard member, etc. ead, other employe	2
Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gro	, self-employed oard member, etc. ead, other employe onsibility oup head	2 e 1 4
Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gro Other salaried staff/p Skilled worker	, self-employed oard member, etc. ead, other employed onsibility oup head ublic service	2 e 1 4 30
Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gro Other salaried staff/p Skilled worker Lecturer, teacher, scie	, self-employed oard member, etc. ead, other employed onsibility oup head ublic service	2 e 1 4 30
Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gr Other salaried staff/p Skilled worker Lecturer, teacher, scie Trainee Other position	, self-employed oard member, etc. ead, other employed onsibility oup head ublic service	2 e 1 4 30
Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gr Other salaried staff/p Skilled worker Lecturer, teacher, scie Trainee	, self-employed oard member, etc. ead, other employed onsibility oup head ublic service	2 e 1

Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit

Additional data private visitors

Sex Male Female	% 25 75
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 10 11 27 23 18 8
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 13 14 12 11 8 5 31
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 44 19 15 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 84 5 11
Follow-up business Intend to buy at later date yes no maybe	% 25 29 46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Pferd & Jagd ---- Hannover

Basic data private visitors

Total number of visitors	69 564
Proportion of private visitors	93%
Region of residence	%
up to 50 km	41
more than 50 km up to 100 km	30
more than 100 km up to 300 km over 300 km	26 3
Total Germany	100
Baden- North Rhine-	_
Württemberg - Westphalia Bavaria 1 Rhineland-	5
Berlin - Palatinate	
Brandenburg - Saarland	-
Bremen 1 Saxony	-
Hamburg 1 Saxony-Anhalt	3
Hesse 4 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	
Lower Saxony 83	
Position in the company/organization	ı %
Entrepreneur, partner, self-employed Managing director, board member,	13
head of an authority etc.	2
Senior department head, other employe	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	7 23
Skilled worker	
Lecturer, teacher, scientific assistant	9 2 6
Trainee	
Other position	4 5 7
Housewife/man	5
Old-age pensioner Student	18
Other not gainfully employed	3
Frequency of visits to trade fair	%
2009	57
2008	51 48
2007	48 43
Earlier events	

Additional data private visitors

Sex Male Female	% 39 61
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 20 19 16 25 13 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 9 10 12 12 9 12 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 32 19 24 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 91 2 7
Follow-up business Intend to buy at later date yes no maybe	% 44 19 37

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

Basic data trade visitors

Total number of visitors	35 858	
Proportion of trade visitors	94%	
Region of residence	%	
up to 50 km	12 6	
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	21 62	
Total Germany	65	
Baden- North Rhine- Württemberg 5 Westphalia Bavaria 6 Rhineland-	11	
Bavaria 6 Rhineland- Berlin 5 Palatinate	1	
Brandenburg 2 Saarland	2	
Berlin 5 Palatinate Brandenburg 2 Saarland Bremen 5 Saxony Hamburg 12 Saxony-Anhalt	-	
Hesse 2 Schleswig- Mecklenburg- Holstein	31	
West Pommerania 4 Thuringia	1	
Lower Saxony 13		
Total Foreign	35	
of which EU Rest of Europe	62 5	
North America	4	
South-, East-, Central Asia other countries	19 10	
The five countries with the highest		
visitor shares	%	
Denmark China (PR)	17 9	
Netherlands	8	
Great Britain Spain	6 6	
Position in the company/organization	%	
Entrepreneur, partner, self-employed Managing director, board member,	13	
Managing director, board member, head of an authority etc.	12	
Senior department head, other employee	9	
with managerial responsibility Department head, group head	8 14	
Other salaried staff/public service	29	
Skilled worker Lecturer, teacher, scientific assistant	2	
Trainee	6 2 2 3 9	
Other position Student	9	
Other not gainfully employed	2	
Frequency of visits to trade fair	%	
2008	35	

Earlier events

Additional data trade visitors

Economic se	ctor				
Banks, finance					
Manufacture	S				
Measuring ed	quipme	nt			
Planner					
Experts Other service	S				
Technical ser					
Insurance					
Expert, asses	sor				
Supplier Other sectors					
Student					
Other not ga	infully	emplo	yed		
Influence or			I		
procuremen	t decis	ions			
Decisively Collectively					
In an advisor	у сара	city			
No	2 11 11	.,			
Student	infully :	omolo	wod		
Other not ga	illiully	empio	yeu		
Area of resp		lity			
Management Research/dev		nt/do	ian		
Planning/wor					
Manufacture	produc	tion			
Production, c	uality (contro			
Buying/procu Finance/acco		contr	allina		
Information,	commu	nicatio	on tech	nnoloav (El	DP)
Administration	n/orgai	nizatio			
social welfar			a/DD		
Marketing/sa Storage/mate				aistics/	
transport		agc.		gisticsi	
Maintenance	/repairs				
Other area					
Student Other not ga	infully i	emplo	ved		
- Inc. not ga			jeu		
Size of com Number of e			zation	:	
1- 4	10	cs.	500 -	999	
5- 9	6		000 -	9 999	
10- 49	19	10	000 a	ind more	
50- 99 100-199	8	oth	er not	Student gainfully	
200-499	11	our		mployed	
Length of st	av				
1. Length of	stay (da	ays):			
		hree	12	five	
one 4 two 2		our	12	live	

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

3. Share of visitors on the event's days: %
1st day 30 3rd day 51 5th day 28
2nd day 48 4th day 50

2,2 days

2. Average length of stay





new energy husum ----- Husum

Basic data trade visitors

Total number of visitors	
Proportion of trade visitors	63%
Region of residence	%
up to 50 km	28
more than 50 km up to 100 km more than 100 km up to 300 km	16 25
over 300 km	32
Total Germany	87
Baden- North Rhine- Württemberg 4 Westphalia	7
Württemberg 4 Westphalia Bavaria 5 Rhineland-	,
Berlin 3 Palatinate	1
Brandenburg 2 Saarland	1
Bremen 2 Saxony	. 1
Hamburg 6 Saxony-Anhal Hesse 2 Schleswig-	t 1
Mecklenburg- Holstein	51
West Pommerania 2 Thuringia	
Lower Saxony 11	
Total Foreign	13
of which EU	96
other countries	
The five countries with the highest visitor shares Denmark	% 28
The five countries with the highest visitor shares	% 28 11
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria	9% 288 111 97 55
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed	% 28 11
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 28 28 27 25 27 25 28 28 28 28 28 28 28 28 28 28 28 28 28
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed member, head of an authority etc.	% 28 111 5 7 5 7 8 8 8 18 ee
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed member, head of an authority etc.	% 28 11 5 5 5 5 5 5 5 6 6 6 6 6 6 6 6 6 6 6
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service	% 28 11 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried statif/public service Skilled worker	% 28 11 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 28 11 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 28 11 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 28 11 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 28 11 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 28 28 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the companylorganizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	% 28 28 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	% 28 ee
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the companylorganizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	9% 28 28 11 1 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2008 2006	% 28 28 27 25 27 25 28 28 28 28 28 28 28 28 28 28 28 28 28

Basic data private visitors

Proportion of private visitors	37%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 58 22 14 6
Total Germany Baden- North Rhine-	98
Württemberg 1 Westphalia Bavaria - Rhineland- Berlin 2 Palatinate	1
Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 3	88 1
Total Foreign	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 20 2 1 2 32 5 5 2 144 7 10
Frequency of visits to trade fair 2009 2008 2006 2004 Earlier events First visit	% 32 21 12 7 4 58

Basic data all visitors

Dasic uata ali visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 39 18 21 22
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 5 Saxony-Anhalt Hesse 7 Hosketin West Pommerania Lower Saxony 8	91 5 1 1 1 1 66 1
Total Foreign of which EU other countries	98 2
The five countries with the highest visitor shares Denmark Sweden Netherlands Finland Austria	% 28 11 9 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 25 12 4 10 22 3 4 1 9 6 4
Frequency of visits to trade fair 2009 2008 2006 2004 Earlier events First visit	% 34 23 10 6 4 59

Additional data trade visitors

Economic sector Banks, financiers Building industry Biogas, biomass, bio fuel Small wind installations, wind industry Block heating works Skilled trades Wood, pellets Association, institution Agriculture Media, press, publishing Planning, project management Experts Solar electricity, solar heat Other sectors Student Other not gainfully employed	% 4 8 5 14 1 2 8 1 2 1 12 32 5 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 50 22 12 9 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 45 8 6 3 - 2 3 DP) - 5 14 1 1 6 5 1
Size of company/organization:	%

9		employees:	Number of
	500 - 999	20 1	1- 4
	1 000 - 9 999	11	5- 9
	1 000 and more	25	10- 49
	Student	12	50- 99
	other not gainfully	8	100-199
	employed	6	200-499

Length of stay 1. Length of stay (days):	% N/A
2. Average length of stay	1,4 days
3. Share of visitors on the event's day: 1st day 47 3rd day 31 2nd day 51 4th day 19	s: %

Additional data private visitors

Sex Male Female	% 86 14
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 13 13 23 24 22 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 47 11 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 7 81 13
Follow-up business Intend to buy at later date yes no maybe	% 16 42 42
Conducted by: Messe Husum HWG mb	nH & Cn

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

NORD GASTRO & HOTEL ---- Husum

Basic data trade visitors

Total number of visitors	4 535
Proportion of trade visitors	100%
Region of residence up to 50 km	% 73
more than 50 km up to 100 km	16
more than 100 km up to 300 km over 300 km	8
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia Bayaria - Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen 1 Saxony Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	96
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
Position in the company/organization	%
Position in the company/organization Entrepreneur, partner, self-employed	%
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 41
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9% 41 7 2 8 2 2 2 2 2 2 3 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9% 41 7 2 8 23 2 2 4 7 3 3 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	% 41 77 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	9% 411 7 2 8 23 2 2 3 2 7 3 3 2 2 9% 64 43 43
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	% 41 7 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

Additional data trade visitors

	_
Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other Student Other not gainfully employed	% 4 5 9 37 11 30 3 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 42 29 15 9 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 35 17 14 - 4 2) 9
Size of company/organization: Number of employees: 1 - 4 24 500 999 5 - 9 18 1 000 999 10 49 43 10 000 and more 50 - 99 5 Student 5 Student 100 - 199 2 other not gainfully 2 employed	% 1 1 - 3
Length of stay 1. Length of stay (days): one 83 two 17 2. Average length of stay 1,2 d	% ays

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

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

GiardinaKARLSRUHE / Inventa ---- Karlsruhe

Basic data private visitors

Total number of visitors	35 680
Proportion of private visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9/ 83 1
Total Germany Baden- Württemberg 86 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	99
Total Foreign of which EU other countries	83 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	
Frequency of visits to trade fair 2009 2008 2007 Earlier events First visit	9/ 3(3) 2(1) 29

Additional data private visitors

Sex Male Female	% 41 59
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 5 10 26 25 23 8
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 000,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 4 5 7 11 13 11 10 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 8 49 19 19 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 47 20 33
Follow-up business Intend to buy at later date yes no maybe	% 30 16 54
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

LEARNTEC

Total number of visitors	3 816
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 18 33 31
Total Germany	95
Baden- North Rhine- Württemberg 45 Westphalia Bavaria 13 Rhineland-	13
Berlin 1 Palatinate Brandenburg - Saarland	7
Bremen - Saxony Hamburg 3 Saxony-Anhalt Hesse 13 Schleswig-	1
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 2	1
Total Foreign of which EU other countries	5 48 52
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 18
head of an authority etc. Senior department head, other employee	5
with managerial responsibility Department head, group head Other salaried staff/public service	4 21 23
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 15 1 5 7
Student Other not gainfully employed	7 2
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 22 20 21 18 20 57

---- Karlsruhe

Additional data trade visitors

•	
Economic sector	%
Educational facility	26
Research/teaching	5
Public authority/administration	5
Industry	6
Trade/sales	4
Banks, insurance companies	3
Transport, tourism, hotel sector	1
Medicine	4 2 3 3 9
Association	2
Publishing house	3
Consultancy	3
IT, software	
Training	4
Multimedia	
Service	10
Other sectors	2 7
Student	7
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	%
Decisively	24
Collectively	41
In an advisory capacity	22
No	5
Student	5
Other not gainfully employed	2

Area of responsibility	% 16
Management	16
Research/development/design	10
Planning/work preparation	
Manufacture/production	
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	
Information, communication technology Administration/organization/personnel/	(EDP)13
social welfare/training	33
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Other area	10
Student	7
Other not gainfully employed	1 10 7 2

Size of cor	npany/	organization:	0/
Number of	employ	ees:	%
1- 4	13	500 - 999	6
5- 9	7	1 000 - 9 999	15
10- 49	12	10 000 and more	- 11
50- 99	9	Student	7
100-199	8	other not gainfully	
200-499	10	employed	2

Length of 1. Length of	stay of stay	(days):			%
one	79	two	13	three	8
2. Average	lengtl	n of stay		1,3	days
3. Share of 1st day		rs on the o			% 41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

offerta (2009) ---- Karlsruhe

Basic data private visitors

Basic data private visitors	
Total number of visitors	130 427
Proportion of private visitors	95%
Region of residence	%
up to 50 km	95
more than 50 km up to 100 km	3
more than 100 km up to 300 km over 300 km	1
Total Germany	99
Baden- North Rhine- Württemberg 91 Westphalia	-
Bavaria - Rhineland-	_
Berlin - Palatinate	7
Brandenburg - Saarland Bremen - Saxony	-
Bremen - Saxony Hamburg - Saxony-Anhal	
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 1 Thuringia Lower Saxony -	-
Total Foreign	1
of which EU	84
Other	16
The country with the highest visitor share France	% 79
Position in the company/organizatio Entrepreneur, partner, self-employed	n % 5
Managing director, board member, head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	28
Skilled worker Lecturer, teacher, scientific assistant	7
Trainee	2 4
Other position	5 7
Student	
Housewife/man	7
Old-age pensioner Other not gainfully employed	23 4
Frequency of visits to trade fair	% 55
2008 2007	55
2007	45
2005	40
Earlier events	35
First visit	13

Additional data private visitors

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

RESALE — Karlsruhe

Basic data trade visitors

Total number of visitors	6 227
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km in to 300 km	19
over 300 km	57
Total Germany	54
Baden- North Rhine-	
Württemberg 50 Westphalia	13
Bavaria 9 Rhineland- Berlin 2 Palatinate	
	5
Brandenburg 1 Saarland Bremen - Saxony	
Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig-	4
Mecklenburg- 9 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	40
of which EU	4.
Rest of Europe	30
Africa	1
Middle East	
South-, East-, Central Asia	
other countries	
The five countries with the highest	
The five countries with the highest visitor shares	9
visitor shares	
	10
visitor shares Belarus	10
visitor shares Belarus Italy Romania	1(
visitor shares Belarus Iran Italy	9/
visitor shares Belarus Iran Italy Romania Czech Republic	1(
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed	9/
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9/
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	993
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	99
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9/ 30 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	99 31 21
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/33 20
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9/31
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	99 30
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	99 33 31 11 11 11 11 11 11 11 11 11 11 11
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	99 30 11:
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	99 31 11 11 11 11 11 11 11 11 11 11 11 11
visitor shares Belarus Iran Italy Romania Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	9/ 30 20

Additional data trade visitors

Industry	nic secto	r				5
Trade						2
Skilled t			_			
Authorit Service	y/public s	service	S			1
Vocation	nal schoo	l/polyt	echnic/	univ	ersity	
Other se Student	ectors					
	ot gainfu	lly emp	oloyed			
Influenc	ce on pu	rchasi	ng/			
Decisive	ment de	CISIOII	5			4
Collectiv	rély					2
in an ac No	dvisory ca	apacity				1
Student						
Other no	ot gainfu	lly emp	oloyed			
	respons	ibility				
Manage	ment h/develop	ment/	decian			3
	g/work pr					
Manufac	cture/prod	duction	1			1
	ion, quali procurem		LIOI			1
Finance/	accountii	ng, cor				
	tion, com tration/or				nology (El nnel/	DP)
social w	elfare/tra	ining				
	ng/sales/a /material				istics/	1
transpor	t		jemem	unog	jistics/	
Mainten Other ar	ance/rep	airs				
Student						
Other no	ot gainfu	lly emp	oloyed			
Size of	compan	y/orga	nizatio	on:		
	of emplo 4 23	oyees:	500) -	999	
5-	9 10		1 000) -	9 999	
10- 49 50- 9			10 000		d more Student	
100-19	9 8	c	ther n	ot g	ainfully	
	9 6				nployed	
200-49						
Length	of stay	(days)				(
Length	of stay h of stay 80	(days) two	: 1	6	three	(
Length 1. Lengtl one	h of stay	two	1	6		! da

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGÄUER FESTWOCHE ---- Kempten

Basic data private visitors

· · · · · · · · · · · · · · · · · · ·	
Total number of visitors 11	7 182
Proportion of private visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 85 8 5 2
Total Germany Baden- Württemberg 5 Westphalia Bavaria 94 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saavony Hamburg - Saxony Hesse - Sakony Mecklenburg- West Pommerania Lower Saxony - Thuringia Lower Saxony - Thuringia	99
Total Foreign of which EU other countries The two countries with the highest visitor shares Austria	1 88 12 % 50
Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, goup head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	13 % 12 - 2 32 10 1 1 1 3 9 25 2
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 74 67 86 9

Additional data private visitors

Sex Male Female	% 48 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years	% 1 10 14 23 24 21 7
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 5 11 12 15 24 18 3 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 45 19 16 8
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition yes no maybe	55 18 26
Purchase or order made or intended at the exhibition yes no	55 18 26 % 12 43 42

DACH+HOLZ ---- Köln

Basic data trade visitors

Region of residence up to 50 km up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 32 Total Germany Baden- Württemberg Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign of which EU Rest of Europe other countries The three countries with the highest visitor shares Belgium Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Total number of visitors	43 652
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 1 Palatinate 14 Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe other countries 17 Rest of Europe other countries 17 Sittory Same Selgium 20 Metherlands Austria 9 Position in the company/organization 18 Entrepreneur, partner, self-employed 19 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 19 Eppartment head, group head 19 Other salaried staff/public service 19 Foreman, master craftsman 11 Skilled worker 11 Lecturer, teacher, scientific assistant 17 Trainee 19 Other position 19 Student 19 Morth Rhine- Mestphalia 3 Saxony-Anhalt 19 Saxony-	Proportion of trade visitors	96%
more than 50 km up to 100 km more than 100 km up to 300 km 33 Total Germany Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 1 Palatinate 1 Brandenburg 2 Saarland Bremen 1 Saxony-Anhalt Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia 1 Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe other countries 1 The three countries with the highest visitor shares Belgium 27 Netherlands 1 1 Restor in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman 15 Killed Worker Lecturer, teacher, scientific assistant Trainee 10 Cher position 1 Student 11 Total Foreign 12 The three countries with the highest visitor shares 12 Selicion in the company/organization 12 Selicion in the company/organization 13 Selicion in the company/organization 14 Selicion in the company/organization 15 Selicion in the company/organization	Region of residence	%
more than 100 km up to 300 km 33 Total Germany Baden- Württemberg 10 Westphalia 3: Bavaria 7 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe 11 Rest of Europe 17 Rest of Europe 17 Rest of Europe 17 Rest of Europe 18 Rest of Europe 18 Rest of Europe 19		
Total Germany Baden- Baden- Württemberg 10 Westphalia 33 Bavaria 7 Rhineland- Berlin 1 Palatinate 14 Brandenburg 2 Saarland 33 Bremen 1 Saxony 3 Hamburg 1 Saxony-Anhalt 14 Hesse 10 Schleswig- Holstein 1 Thuringia 3 Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe other countries 4 Rest of Europe other countries 5 The three countries with the highest visitor shares 8 Belgium 27 Retherlands 11 Rostion in the company/organization 12 Rest of Europe other countries 4 Rest of Europe other countries 6 Rest of Europe other countries 7 Rest of Europe other countries 6 Rest of Europe other countries 7 Rest of Europe other countries 8 Rest of Europe other countries 7 Rest of Europe other countries 8 Rest of Europe	more than 100 km up to 100 km	
Baden-Wirtemberg 10 Westphalia 33 Bavaria 7 Rhineland- Berlin 1 Palatinate 14 Brandenburg 2 Saarland 15 Brandenburg 1 Saxony-Anhalt 16 Hesse 10 Schleswig- Hesse 10 Schleswig- Mecklenburg-West Pommerania 1 Thuringia 15 Lower Saxony 10 Total Foreign 77 Rest of Europe 11 of which EU 77 Rest of Europe 11 other countries 17 The three countries with the highest visitor shares 8 Belgium 22 Netherlands Austria 9 Position in the company/organization 15 Entrepreneur, partner, self-employed 16 Managing director, board member, head of an authority etc. 16 Senior department head, other employee with managerial responsibility 16 Department head, group head 17 Other Salaried staff/public service 17 Enterpreneur, master craftsman 17 Skilled worker 18 Lecturer, teacher, scientific assistant 17 Trainee 19 Other position 15 Student 11 Student 11 Student 11 Staxony-Anhalt 11 Student 12 Staxony-Anhalt 11 Student 15 Staxony-Anhalt 11 Staxony-Anhalt 11 Staxony-Anhalt 11 Staxony-Anhalt 11 Student 10 Staxony-Anhalt 11 Staxony-Anhalt 12 Staxony-Anhalt 11 Staxony-Anhalt 11 Staxony-Anhalt 11 Staxony-A	over 300 km	32
Württemberg 10 Westphalia Bavaria 7 Rhineland-Berlin 1 Palatinate 14 Palatinate 14 Palatinate 14 Palatinate 15 Pandenburg 2 Saarland 15 Pandenburg 1 Saxony Pandenburg 1 Saxony Pandell Pandenburg 1 Saxony Pandell Pa	Total Germany	88
Bavaria 7 Rhineland- Berlin 1 Palatinate 14 Berlin 1 Palatinate 14 Brandenburg 2 Saarland 15 Bremen 1 Saxony 11 Hamburg 1 Saxony-Anhalt 16 Hesse 10 Schleswig- Mecklenburg- Holstein 17 Mest Pomerania 1 Thuringia 17 Lower Saxony 10 Total Foreign 10 Total Foreign 10 Fest of Europe 11 Griden 17 Rest of Europe 11 Griden 17 Rest of Europe 11 Griden 18 Rest of Europe 11 Griden 19 Griden		27
Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 3 Lower Saxony 10 Total Foreign 77 Rest of Europe 77 other countries 77 Other countries 77 The three countries with the highest visitor shares 8 Belgium 2 Netherlands 1 Austria 9 Position in the company/organization 1 Entrepreneur, partner, self-employed 1 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 7 Other salaried staff/public service 7 Foreman, master craftsman 1 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 1 Saxony-Anhalt 1 Saxony-An		37
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 1 Total Foreign of which EU 77 Rest of Europe 1 Tother countries The three countries with the highest visitor shares Belgium 2 Metherlands Austria 2 Metherlands Austria 3 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman 1 Skilled worker Lecturer, teacher, scientific assistant Trainee 0 Cher position 1 Student 1	Berlin 1 Palatinate	14
Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 1 Total Foreign of which EU 77 Rest of Europe other countries 17 The three countries with the highest visitor shares 8 Belgium 20 Rest of Europe other countries 17 The three countries with the highest visitor shares 9 Belgium 20 Rest of Europe other countries 17 The three countries with the highest visitor shares 9 Belgium 20 Rest of Europe 17 The three countries with the highest visitor shares 9 Belgium 20 Restrict and 10 Restric		1
Hesse 10 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe other countries 17 Rest of Europe other countries 18 Rest of Europe other count		3
Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign 1.77 Rest of Europe 1.77 other countries with the highest visitor shares 8 Belgium 2.7 Netherlands 1.7 Austria 2.7 Position in the company/organization 1.7 Entrepreneur, partner, self-employed 2.7 Managing director, board member, head of an authority etc. 8 Senior department head, other employee with managerial responsibility 1.7 Department head, group head 2.7 Other salaried staff/public service 8 Foreman, master craftsman 1.7 Skilled worker 1.7 Lecturer, teacher, scientific assistant 1.7 Trainee 2.7 Other position 2.7 Student 3.7 Student 3.7 Trainee 2.7 Trainee 3.7 Train	Hamburg I Saxony-Annait	
West Pommerania 1 Thuringia Lower Saxony 10 Total Foreign of which EU 77 Rest of Europe 17 other countries 77 Rest of Europe 17 Rest		1
Total Foreign of which EU Rest of Europe other countries The three countries with the highest visitor shares Belgium Netherlands Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	West Pommerania 1 Thuringia	3
of which EU Rest of Europe other countries (1) The three countries with the highest visitor shares Belgium 20 Netherlands 11 Austria (2) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman 11 Skilled worker Lecturer, teacher, scientific assistant Trainee (1) Cher position (1) Cher Staffy (1) Cher S	Lower Saxony 10	
Rest of Europe other countries The three countries with the highest visitor shares Belgium Retherlands Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Total Foreign	12
other countries The three countries with the highest visitor shares Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		
visitor shares Belgium Retherlands Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		17
visitor shares Belgium Retherlands Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		
Belgium Netherlands Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		0/
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Netherlands	13
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Stilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Austria	9
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Position in the company/organization	%
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staffpublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Managing director, board member	31
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	head of an authority etc	6
Department head, group head Other salaried staff/public service Foreman, master craftsman 12. Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	Senior department head, other employee	9
Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	with managerial responsibility	3
Foreman, master craftsman 1; Skilled worker 1. Lecturer, teacher, scientific assistant 1. Trainee 8 Other position 2. Student 2.	Department head, group head Other calaried staff/public service	
Lecturer, teacher, scientific assistant Trainee 8 Other position Student 5		17
Lecturer, teacher, scientific assistant Trainee 8 Other position Student 5	Skilled worker	12
	Lecturer, teacher, scientific assistant	1
		5
		4
	Other not gainfully employed	1
	3 , , ,	

Additional data trade visitors

Economic sector Industry Skilled trades Retail trade/building materials trade Wholesale/foreign trade Architect Other service Authority/public services Teaching (polytechnic/university/college) Research Other Student Other not gainfully employed	% 9 69 4 6 3 2 1 1 1 1 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 38 27 17 14 3
Area of responsibility Management Research/development/design Planning/Movrk preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 40 6 21 26 8 19 7 7 P) 5 6 11 8 9 11 3 1
Size of company/organization: Number of employees: 1- 4 30 500 - 999 5- 9 23 1 000 - 999 10- 49 27 10 000 and more 50- 99 4 Student 100-199 3 other not gainfully 200-499 3 employed	% 2 2 2 3
Length of stay 1. Length of stay (days): one 79 three 3 two 17 four 1 2. Average length of stay 1,3 3. Share of visitors on the event's days: 1st day 29 3rd day 37 2nd day 36 4th day 25	% days %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Holstein Total Foreign 50 km Tot	35 23 29 13 97 67 8 1
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg - Saaraland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- West Pommerania Lower Saxony 5 Total Foreign	9% 355 233 299 133 97 67 8 8 11 1
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign	23 29 13 97 67 8 1
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign	29 13 97 67 8 1 1
over 300 km Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Brandenburg Hamburg Hesse Westphalia Palatinate Saarland Saaraland Saarony Hamburg Hesse West Pommerania Lower Saxony Total Foreign	97 67 8 1 1
Baden- Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg 5 Saarland Bremen - Saxony- Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign	67 8 1 1
Württemberg 4 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign	8 1 1 -
Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign	1 1 -
Brandenburg Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign	1 1 -
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	1
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5 Total Foreign	1
Hesse 8 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 5 Total Foreign	
West Pommerania - Thuringia Lower Saxony 5 Total Foreign	
Lower Saxony 5 Total Foreign	1
Total Foreign	
	3
of which EU other countries	80 20
The three countries with the highest visitor shares Belgium Netherlands Luxembourg	% 28 14 13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 5
Managing director, board member, head of an authority etc. Senior department head, other employee	3
with managerial responsibility	1
Department head, group head	g
Department head, group head Other salaried staff/public service	15
Skilled worker	. 1
Lecturer, teacher, scientific assistant Trainee	49
Other position	5
Student	8
Other not gainfully employed	1
Frequency of visits to trade fair	%
Hanover 2009 Stuttgart 2008	12
Cologne 2007	39
Hanover 2006	7
Earlier events	22
First visit	41

----} Köln

Additional data trade visitors

Economic sector	%
General education system	45
Authority/public services	7
Vocational education system	10
Services, training, consulting	3
Adult education	3
Trade	1
Higher education system	1
Industry	1
University, research	1
Organization/federation/institution	1
Printed products, specialist literature	1
Preschool, kindergarten	12
Further education	2
Other	2 3 8
Student	8
Other not gainfully employed	1

Influence on purchasing/	
procurement decisions	%
Decisively	14
Collectively	44
In an advisory capacity	23
No	11
Student	8
Other not gainfully employed	1

Area of responsibility		%
Management		
Research/development/design		1 1 1 1 1
Planning/work preparation		2
Manufacture/production		1
Production, quality control		1
Buying/procurement		3
Finance/accounting, controlling		1
Information, communication technology	(EDP)	3
Administration/organization/personnel/		
social welfare/training	8	6
Marketing/sales/advertising/PR		2
Storage/material management/logistics/		
transport		
Maintenance/repairs		1
Other area		3
Student		38
Other not gainfully employed		1

Number o			00-	999	%
1- 4 5- 9	6 9	1 0		9 9 9 9 9	3
10- 49	34			id more	1
50- 99	18			Student	8
100-199 200-499	12 4	other	not g en	jainfully nployed	1
Length of	stay	(-			%
Length of 1. Length of one two	f stay of stay 91 7	(days): three four	2	five	%
1. Length one	of stay 91 7	three four	2		% - days

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

imm cologne ---- Köln

Basic data trade visitors

Total number of visitors	100 399
Proportion of trade visitors	69%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km more than 100 km up to 300 km	10
more than 100 km up to 300 km over 300 km	25 50
Total Germany	64
Baden- North Rhine- Württemberg 12 Westphalia	50
Bavaria 10 Rhineland- Berlin 3 Palatinate	5
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg 2 Saxony-Anhalt	
Hesse 8 Schleswig-	-
Mecklenburg- Holstein West Pommerania - Thuringia	3
Lower Saxony 6	
Total Foreign	36
of which EU Rest of Europe	64 17
Africa	2
North America	2
Middle East	3
South-, East-, Central Asia other countries	3
The five countries with the highest visitor shares Netherlands Switzerland Austria France Italy	% 15 8 8 7
Position in the company/organization Entrepreneur, partner, self-employed	ı %
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	11
Senior department head, other employe with managerial responsibility	e 6
Department head, group head	10
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant Trainee	2
Other position	4
Student	11
Other not gainfully employed	1
Frequency of visits to trade fair	% 44
2008	39
2007	36
2006	31
Earlier events	27

Earlier events First visit

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Trade Skilled trades Service Authority/public services University, research Other Student Other not gainfully employed	% 20 33 16 13 2 1 5 11
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 33 26 20 10 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 34 13 18 20 6 23 7 7) 4 7 28 5 4 10 11
Size of company/organization: Number of employees: 1 4 26 500-999 999 15-9 13 1 000-9999 999 10-49 18 10 000 and more 50-99 8 Student 100-199 6 other not gainfully 200-499 7 employed	% 4 5 2 11
Length of stay 1. Length of stay (days): one 62 three 9 five two 25 four 3 six	% 1 1
2.Average length of stay 1,6 d 3.Share of visitors on the event's days: 1st day 33 3rd day 41 5th day 2nd day 39 4th day 31 6th day	% 10 7

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

INTERGEO ---- Köln

Basic data trade visitors

Proportion of trade visitors	99%
Region of residence	9
up to 50 km	1
more than 50 km up to 100 km	1
more than 100 km up to 300 km	2
over 300 km	4
Total Germany	7
Baden- North Rhine- Württemberg 8 Westphalia	4
Bavaria 6 Rhineland-	4
Berlin 2 Palatinate	
Brandenburg 2 Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 10 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 4	
Total Foreign	2
of which EU	6
Rest of Europe	1
other countries	2
visitor shares Netherlands Great Britain	9 1
Belgium Switzerland	
Switzerland Position in the company/organization Entrepreneur, partner, self-employed	
Swifzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9 1
Swifzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9
Swifzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	2 2 3
Swifzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009	2 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009	9 1 2 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009 Bremen 2008 Leipzig 2007	9 1 2 3
Swifzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009 Bremen 2008 Leipzig 2007 Munich 2006	9 2 3 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009 Bremen 2008 Leipzig 2007 Munich 2006 Dusseldorf 2005	9 1 1 2 2 3 3 3 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Karlsruhe 2009 Bremen 2008 Leipzig 2007 Munich 2006 Dusseldorf 2005 Earlier events	9 1 1 2 2 2 3 3 3 4 2 2 2 2 2 2 2 2 3 3 3 4 3 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed With managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Carlsruhe 2009 Bremen 2008 Leipzig 2007 Munich 2006 Dusseldorf 2005	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

Additional data trade visitors

Additional data trade visito)rs
Economic sector	
Industrial company	
Energy supplies Water supplies	
Wholesale/foreign trade	
Retail trade	
Skilled trades	
Engineer's office	
Research	
Telecommunication	
Architecture/construction	
Other service company	
Professional, specialist association	
Authority/public services Vocational school/polytechnic/university	
Other sectors	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively	
Collectively	
In an advisory capacity	
No Student	
Other not gainfully employed	
——————————————————————————————————————	
Area of responsibility	
Management	
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information, communication technology ((EDF
Administration/organization/personnel/	
social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Number of employees:	
1- 4 10 500- 999	
5- 9 8 1 000 - 9 999	
10- 49 15 10 000 and more 50- 99 11 Student	
50- 99	
200-499 9 employed	
- Chipioyeu	
Length of stay	
1. Length of stay (days):	
one 60 tuo 10 three	

3. Share of visitors on the event's days: % 1st day 44 2nd day 61 3rd day 41 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ISM --- → Köln

Basic data trade visitors	
Total number of visitors	30 871
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 8 21 58
Total Germany Baden- Württemberg 8 Westphalia Bavaria 8 Rhineland- Berlin 4 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 5 Saxony-Anhalt Hesse 7 Schleswig- Holstein 7 Thuringia Lower Saxony 5	50 5 1 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	56 62 10 4 4 4 8 7 2
The five countries with the highest visitor shares Netherlands Belgium Great Britain France Italy	% 11 11 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	28 16
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 42 36 29 24 21 39

Additional data trade visitors

Economic sector Industry Wholesale/foreign trade Skilled trades Retail trade Service Catering Authority/public services University, research Other sectors Student Other not gainfully employed	% 35 23 1 18 11 2 1 1 4 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 38 26 20 12 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 388 133 6 111 6 25 5 P) 2 4 43 6 1 6 5 1
Size of company/organization: Number of employees: 1- 4 15 500- 999 5- 9 9 1 000- 9999 10- 49 18 10 000 and more 50- 99 10 Student 100-199 12 other not gainfully 200-499 9 employed	% 5 10 8 5
1. 1. 1. 1. 1. 1. 1. 1.	% days %

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

INTERNATIONAL HARDWARE FAIR ---- Köln

Basic data trade visitors

Total number of visitors	40 641
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 10 15 62
Total Germany	43
Baden- North Rhine- Württemberg 11 Westphalia	56
Bavaria 6 Rhineland- Berlin 1 Palatinate	8
Brandenburg - Saarland Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhal Hesse 6 Schleswig-	t -
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 5	1 2
Total Foreign	57
of which EU Rest of Europe	61 8
Africa North America	5 4
South and Central America Middle East	5 4 2 6
South-, East-, Central Asia Australia	13 2
The five countries with the highest visitor shares Netherlands Italy Great Britain France Spain	% 8 7 7 6 5
Position in the company/organizatio Entrepreneur, partner, self-employed	n %
Managing director, board member, head of an authority etc.	19
Senior department head, other employ	ee 10
with managerial responsibility	15
with managerial responsibility Department head, group head	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	10 5
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	10 5 1 2
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	10 5 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	10 5 1 2 4 1 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	10 5 1 2 4 1 1

Additional data trade visitors

Mail order Skilled trad Service Authority/pr Other Student	oreign trade	% 35 16 31 2 5 6 11 2
Influence of	on purchasing/ nt decisions	%
Decisively	iit decisions	48
In an advise	ory capacity	27 16
No Student	. , , ,	7
	ainfully employed	1
	sponsibility	% 43
Managemei Research/de	nt evelopment/design	10
	ork preparation e/production	15 15
Production,	quality control	6
Buying/proc Finance/acc	curement ounting, controlling	38
Information	, communication technology (El ion/organization/personnel/	OP) 3
social welfa	re/training	4
	sales/advertising/PR terial management/logistics/	34
transport Maintenanc	e/renairs	7
Other area	ich cpans	6
Student Other not g	ainfully employed	1
Size of cor	mpany/organization:	
Number of		% 4
1- 4 5- 9	13 1 000 - 9 999	5
10- 49 50- 99	26 10 000 and more 11 Student	4
100-199	8 other not gainfully	
200-499	8 employed	1
Length of	stay f stay (days):	%
I. Length of	52 three 14	
	26 four 9	
one two 2. Average	26 four 9	days

Kind + Jugend

Total number of visitors	19 873
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 12 4 14 70
Total Germany Baden- Württemberg 8 Westphalia Bavaria 15 Rhineland- Berlin 3 Palatinate Brandenburg - Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	32 49 2 1 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	68 58 10 4 4 3 4 16 2
The five countries with the highest visitor shares Netherlands Spain Italy France China (PR)	% 9 8 7 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	45 14
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 34 24 18 14 12 54

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Additional data trade visitors

Economic sector Industry Wholesale trade Specialist retail trade Buying association Mail order Chain store Department store, hypermarket, drug store Online shop Other retail Commercial agent Import/export Service	% 19 18 19 1 1 1 4 7 2 2 5 7
Import/export	2 5 7
Media, press, publishing Other sectors Student	5

Influence on purchasing/ procurement decisions	%
Decisively	51
Collectively	24
In an advisory capacity	18
No	7
Student	1

Area of responsibility	%
Management	48
Research/development/design	13
Planning/work preparation	10
Manufacture/production	11
Production, quality control	5
Buying/procurement	31
Finance/accounting, controlling	8
Information, communication technology Administration/organization/personnel/	(EDP) 5
social welfare/training	8
Marketing/sales/advertising/PR	39
Storage/material management/logistics/	
transport	9
Maintenance/repairs	1
Other area	11
Student	1

Number of 1- 4	30 1	200 -	499	
5- 9	15	500 -	999	
10- 49	23		9 999	
50- 99	7	10 000 and	more	
100-199	6	St	tudent	

Length 1. Length	of stay				%
	of stay	(days):			
one	44	three	15		
two	31	four	9		
2. Averag	ge lengtl	n of stay		1,9	days
3. Share	of visito	rs on the	event's	days:	%

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

photokina ---- Köln

Basic data trade visitors

Total number of visitors	125 054
Proportion of trade visitors	47%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	24 45
Total Germany	65
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 9 Rhineland-	50
Berlin 2 Palatinate	9
Brandenburg - Saarland Bremen - Saxony	2
	1 t 1
Hamburg 1 Saxony-Anhal Hesse 8 Schleswig-	t I
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign of which EU	35 66
Rest of Europe	11
Africa	3
North America	4
South and Central America Middle East	5
South-, East-, Central Asia	2 5 7
Australia	2
The five countries with the highest	0/
visitor shares Netherlands	% 15
Belgium	9
Great Britain	9 7 5
Switzerland	5
France	5
Position in the company/organizatio Entrepreneur, partner, self-employed	on % 43
Managing director, board member, head of an authority etc.	7
nead of an authority etc. Senior department head, other employ	
with managerial responsibility	3
Department head, group head	3 7 11 2 5
Other salaried staff/public service Skilled worker	11
Lecturer, teacher, scientific assistant	5
Trainee	5
Other position	5 5 11
Student Other not gainfully employed	11
Frequency of visits to trade fair	%
2008 2006	48 36
	30
	29
2004 2002	29 23
2004 2004 2002 Earlier events First visit	

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 27 17 24 33
Total Germany Baden- Württemberg 8 Westphalia Bawaria 7 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony Hesse 7 Schleswig- Holstein Holstein Lower Saxony 4	58 8 1 1 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	23 69 11 2 4 2 4 6 2
The five countries with the highest visitor shares Netherlands Belgium Switzerland Great Britain Austria	% 20 10 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 24 4 2 8 22 5 4 4 5 1 7 7 13 2
Frequency of visits to trade fair 2008 2006 2004 2002 Earlier events First visit	% 43 31 23 18 22 42

Additional data trade visitors

Economic sector	7
Industry Retail trade	1
Wholesale/foreign trade	1
Import/export Skilled trades	
Service, agency	3
Association/club/institution	
Authority/public services	
University, research	
Other sectors	
Student	1
Other not gainfully employed	

Influence on purchasing/	
procurement decisions	%
Decisively	41
Collectively	24
In an advisory capacity	16
No	7
Student	11
Other not gainfully employed	2
Area of responsibility	0/0

Area of responsibility	9/
Management	32
Research/development/design	8
Planning/work preparation	10
Manufacture/production	10 14
Production, quality control	
Buying/procurement	18
Finance/accounting, controlling	
Information, communication technology	(EDP)14
Administration/organization/personnel/	
social welfare/training	28
Marketing/sales/advertising/PR	28
Storage/material management/logistics/	
transport	3
Maintenance/repairs	
Other area	20 1
Student	11
Other not gainfully employed	

Number of	employe	organization: ees:	9
1- 4	40	500 - 999	
5- 9	10	1 000 - 9 999	
10- 49	13	10 000 and more	
50- 99	5	Student	1
100-199	5	other not gainfully	
200-499	4	employed	

Length o	f stay	(days);			%
one	60	three	9	five	3
two	20	four	5	six	3
2. Averag	e length	of stay		1,8 (days
3. Share o	f visitor	s on the ev			%
1st_day	32	3rd day 4th day	38	5th day	26
2nd da	y 36	4th day	32	6th day	17

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln



Orgatec --- Köln

Basic data trade visitors	
Total number of visitors	50 237
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 7 21 58
Total Germany Baden- Württemberg 14 Westphalia Bavaria 10 Rhineland- Berlin 5 Palatinate Brandenburg 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	61 40 5 1 2 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	39 55 9 3 5 5 6 13 4
The five countries with the highest visitor shares Netherlands Italy Great Britain France Switzerland	% 10 9 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	29 12
Frequency of visits to trade fair 2008 2006 2004 2002 Earlier events First visit	% 41 31 23 21 18 44

Additional data trade visitors

	_
Economic sector Industry Trade Skilled trades Service provider Bank and insurance Authority/public services University, research Other sectors Student Other not gainfully employed	% 31 25 3 22 2 6 1 5 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 36 29 22 10 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 32 13 21 11 3 24 6 6) 4 12 31 5 4 10 4 1
Size of company/organization: Number of employees: 1 - 4 18 500 - 999 1 - 4 18 500 - 999 5 - 9 10 1000 - 9999 10 - 49 21 10 000 and more 5 tudent 50 - 99 8 Student 5 tudent 100 - 199 8 other not gainfully 200 - 499 10 employed 10 employed	% 6 11 3 4
Length of stay 1. Length of stay (days): one 59 three 11 five two 25 four 3 2. Average length of stay 1,6 d 3. Share of visitors on the event's days:	% 2 ays %
1st day 28 3rd day 41 5th day 2nd day 38 4th day 35	22

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

ProSweets Cologne — Köln

Basic data trade visitors	
Total number of visitors	19 337
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 8 17 61
Total Germany Baden- Württemberg 5 Westphalia Bavaria 7 Rhineland- Berlin 5 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	58 5 - 2 2 1
Total Foreign of which EU Rest of Europe North America South and Central America Middle East South-, East-, Central Asia other countries	56 51 12 5 8 10 8
The five countries with the highest visitor shares Netherlands Belgium Great Britain Switzerland France	% 10 9 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17
Frequency of visits to trade fair 2009 2007 2006 First visit	% 32 21 16 56

Additional data trade visitors

Economic sector Industry Trade	% 60 18
Skilled trades Service	8
University, research Other	1
Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively Collectively	35
In an advisory capacity	19
No Student	2
Other not gainfully employed	1
Area of responsibility Management	% 36
Research/development/design	23
Planning/work preparation Manufacture/production	11 25
Production, quality control Buying/procurement	10 23
Finance/accounting, controlling	7
Information, communication technology (Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	33
ivial ketiliy/sales/auvertisiliy/r k	
Storage/material management/logistics/	
Storage/material management/logistics/ transport Maintenance/repairs	
Storage/material management/logistics/ transport	
Storage/material management/logistics/ transport Maintenance/repairs Other area	
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 13 500- 999	9/
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 4 13 500 999 5 9 8 1 000 9 999	9/
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 13 500- 999 15- 9 8 1 000- 9 999 10- 49 19 10 000 and more 50- 99 11 Student	9/
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 13 500 999 15 - 9 8 1 000 9 999 10 49 19 10 000 and more	9/0
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4	9/6
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 13 500 - 999 15 - 9 8 1 000 999 10 - 49 19 10 000 and more 50 - 99 11 Student 100 - 199 12 other not gainfully 200 - 499 15 employed Length of stay 1. Length of stay Length of stay (days):	9/6
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 13 500- 999 5- 9 8 1 000- 999 10- 49 19 10 000 and more 50- 99 11 Student 100-199 12 other not gainfully 200-499 15 employed Length of stay 1.Length of stay	9%
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 13 500- 999 5- 9 8 1 000- 999 10- 49 19 10 000 and more 50- 99 11 Student 100-199 12 other not gainfully 200-499 15 employed Length of stay 1.Length of stay 1.Length of stay 1.dength of stay 2. Average length of stay 1	% 4,7 days
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 13 500- 999 5- 9 8 1 000- 999 10- 49 19 10 000 and more 50- 99 11 Student 100-199 12 other not gainfully 200-499 15 employed Length of stay 1.Length of stay	9%

spoga horse (Spring)

Total number of visitors	3 805
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	9 28
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	54
Total Germany	49
Baden- North Rhine- Württemberg 8 Westphalia	42
Bavaria 8 Rhineland-	
Berlin - Palatinate	9
Brandenburg 3 Saarland Bremen 1 Saxony	1
Hamburg 3 Saxony-Anhalt	- 1
Hesse 8 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 13	
Total Foreign	51
of which EU	71
Rest of Europe South-, East-, Central Asia	8 10
Australia	11
The five countries with the highest visitor shares Netherlands France Belgium Great Britain Ireland	% 14 13 9 8
Position in the company/organization Entrepreneur, partner, self-employed	% 57
Managing director, board member, head of an authority etc. Senior department head, other employee	17
with managerial responsibility	5
Department head, group head	5
Other salaried staff/public service	5
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student Other not gainfully employed	5 5 2 - 2 5 2 1
Frequency of visits to trade fair Autumn 2009	% 49
2009 (Spring) 2008 (Autumn)	38 34
2008 (Autumn) 2008 (Spring)	29
Earlier events	22
First visit	29

---- Köln

Additional data trade visitors

Economic sector	%
Industry	15
Trade	64
Skilled trades	6
Service	9
Other	4
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	60
Collectively	22
In an advisory capacity	10
No	7
Student	2
Other not gainfully employed	1

Area of responsibility	% 59
Management	
Research/development/design	10
Planning/work preparation	10
Manufacture/production	14
Production, quality control	10 14 6 42
Buying/procurement	42
Finance/accounting, controlling	19
Information, communication technology	(EDP) 7
Administration/organization/personnel/	()
social welfare/training	10
Marketing/sales/advertising/PR	38
Storage/material management/logistics/	
transport	10
Maintenance/repairs	
Other area	ĕ
Student	2
Other not gainfully employed	10 3 6 2
other not gaintany employed	

Size of con	npany/	organization:	
Number of	employ	organization: ees:	%
1- 4	51 [°]	500 - 999	2
5- 9	14	1 000 - 9 999	
10- 49	15	10 000 and more	
50- 99	7	Student	2
100-199	6	other not gainfully	
200-499	3	employed	1

Length of	f stay	(days):			9/
one	58	two	27	three	15
2. Average	lengt	h of stay		1,6	day
3. Share o	f visito	rs on the	event's	days:	9
1st day	51	2nd day	/ 62	3rd day	44

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

spoga + gafa/spoga horse (autumn) ---- Köln

Basic data trade visitors

Basic data trade visitors				
Total number of visitors			32 132	
Proportion of trad	95%			
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	% 13 9 22 56			
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	8	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	44 53 6 2 1 1 2	
Total Foreign of which EU Rest of E Africa North Ar Middle E	nerica ast		56 65 10 3 3 2	

of which		6
	Rest of Europe	1
	Africa	
	North America	
	Middle East	
	South-, East-, Central Asia	1
	Australia	
	other countries	

the five countries with the highest visitor shares	9/
Netherlands	1/4
Belgium	
France	(
China (PR)	(
Great Britain	
Position in the company/organization	0/

r osition in the company/organization	,,
Entrepreneur, partner, self-employed	39
Managing director, board member,	
head of an authority etc.	16
Senior department head, other employee	
with managerial responsibility	9
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1 6
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair	%
2009	36
2008	34
2007	21
2006	23
Earlier events	19
First visit	41

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Specialist retail trade Specialist wholesale, retail trade Foreign trade Mail order Discounter Department store Consumer market, cash-&-carry Central purchasing, wholesale co-operatives Commercial agent Skilled trades Service Authority/public services Other sectors Student Other not gainfully employed	% 18 21 17 7 4 1 3 2 2 3 4 8 1 16 11
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 47 28 15 7 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 43 11 10 12 4 39 8 8 7) 3 6 8 38 8 3 5 1 1
Size of company/organization: Number of employees: 1 - 4 25 500 - 999 5 - 9 14 1 000 999 999 10 - 49 21 10 000 and more 50 - 99 11 Student 100-199 7 other not gainfully 200-499 8 employed	% 3 7 3 1
Length of stay 1. Length of stay (days): one 52 two 31 three 2. Average length of stay 1,7 of 3. Share of visitors on the event's days: 1st day 55 2nd day 64 3rd day	% 17 lays % 46

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

Arbeitsschutz Aktuell ---- Leipzig

16 36 12

transport

Student

Maintenance/repairs Other area

Other not gainfully employed

Basic data trade visitors

Total number of visitors	10 913	
Proportion of trade visitors	100%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 20 12 34 34	
Total Germany	98	
Baden- North Rhine- Württemberg 5 Westphalia	8	
Bavaria 10 Rhineland- Berlin 4 Palatinate	2	
Brandenburg 6 Saarland	1	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	25 15	
Hesse 5 Schleswig-		
Mecklenburg- Holstein West Pommerania 1 Thuringia	2	
Lower Saxony 7	Ü	
Total Foreign	2	
of which EU other countries	60 40	
other countries		
Position in the company/organization	%	
Entrepreneur, partner, self-employed Managing director, board member,	9	
head of an authority etc.	2	
Senior department head, other employed with managerial responsibility	2	
Department head group head	16	

Frequency of visits to trade fair	%
2008	19
2006	12
2004	11
2002	10
Earlier events	16
First visit	59

Department head, group head Other salaried staff/public service

Other not gainfully employed

Lecturer, teacher, scientific assistant

Skilled worker

Other position

Student

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Waste disposal companies Trade Learned professions Skilled trades Research facility Service Administration Vocational school/polytechnic/university Association/society Other sectors Student Other not gainfully employed	% 35 4 9 3 1 12 16 2 1 6 5
	% 15 33 29 16 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training	% 16 3 7 15 6 9 2 1

		/organiza			
Number of	f emplo	vees:			%
1- 4	٠,7		- 00	999	15
5- 9	5	1 (000 -	9 999	24
10- 49	8	10 (000 ai	nd more	8
50- 99	5			Student	5
100-199	9	othe		gainfully	
200-499	11		ei	mployed	3
Length of	stav				%
1. Length		(days).			,,
one	77	two	14	three	10
	77 1	two	14		10 days
one	77 length	two of stay		1,3	

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CADEAUX Leipzig (Autumn) (2009) ----- Leipzig

Basic data trade visitors

Total number of visitors	10 964
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km more than 100 km up to 300 km	19 47
over 300 km	10
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia Bavaria 2 Rhineland-	1
Bavaria 2 Rhineland- Berlin 4 Palatinate	
Brandenburg 8 Saarland	
Bremen - Saxony	48
Hamburg - Saxony-Anhalt	17
Hesse 1 Schleswig- Mecklenburg- Holstein	1
West Pommerania 2 Thuringia	13
West Pommerania 2 Thuringia Lower Saxony 2	
Total Foreign	1
Position in the company/organization Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	68
Managing director, board member, head of an authority etc.	5
Senior department head, other employee	
with managerial responsibility	
Department head, group head	2 5 8 5 1
Other salaried staff/public service Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	1
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008 2007	49 41
) (
2006 2005	29 25
2006	

Additional data trade visito	rs
Economic sector	%
Retail trade	53 25 4
Skilled trades	25
Wholesale/foreign trade	4
Other services Industry	4
Authority/public services	1
Commercial agent	i
Catering/hotels	i
Research/teaching	1
Architect, planner, engineer's office,	
services	1
Interior designer	1
Other	3
Student Other pet gainfully employed	1 2
Other not gainfully employed	
Influence on purchasing/	%
procurement decisions Decisively	48
Collectively	26
In an advisory capacity	18
No	5
Student	1
Other not gainfully employed	2
Area of responsibility	%
Management	34
Research/development/design	3
Planning/work preparation	13
Manufacture/production	19
Production, quality control	7 63
Buying/procurement Finance/accounting, controlling	18
Information, communication technology (E	
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
Size of company/organization:	0/
Number of employees: 1- 4 67 500- 999	% 1
1- 4 67 500- 999 5- 9 11 1 000- 9 999	1
10- 49 11 10 000 and more	1
50- 99 2 Student	i
100-199 2 other not gainfully	
200-499 3 employed	2
Length of stay	%
1. Length of stay (days):	
one 91 two 7 three	2
	1 days
 Share of visitors on the event's days: 1st day 36 2nd day 54 3rd da 	% y 20

Conducted by: Institut für Marktforschung GmbH, Leipzig

denkmal (2008) ---- Leipzig

Basic data trade visitors

Total number of visitors	11 308
Proportion of trade visitors	89%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	39
Total Germany	87
Baden- North Rhine-	
Württemberg 4 Westphalia	7
Bavaria 9 Rhineland-	
Berlin 9 Palatinate	2
Brandenburg 7 Saarland	1
Bremen - Saxony	29
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	9
Mecklenburg- Holstein West Pommerania 2 Thuringia	1 13
West Pommerania 2 Thuringia Lower Saxony 4	13
Total Foreign	13
of which EU Other	90
Other	10
The three countries with the highest	
visitor shares	%
Poland	21
Czech Republic	17
Hungary	14
Position in the company/organisation	%
Entrepreneur, partner, self-employed	35
Managing director, board member,	
head of an authority etc.	3
Senior department head, other employee	9
with managerial responsibility	
Department head, group head Other salaried staff/public service	
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee Other position	14
Student	14
Old-age pensioner	2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	23
2004	20
Earlier events	17
Eirct vicit	50

First visit

Basic data all visitors

more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	1
	1
	3
Total Germany	8
Baden- North Rhine- Württemberg 3 Westphalia	
Bavaria 9 Rhineland-	
Berlin 8 Palatinate Brandenburg 7 Saarland	
Bremen - Saxony	3
Hamburg - Saxony-Anhalt	1
Hesse 4 Schleswig- Mecklenburg- Holstein	
West Pommerania 2 Thuringia	1
Lower Saxony 4	
Total Foreign	1
of which EU Other	1
Hungary	
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	3
head of an authority etc.	
head of an authority etc. Senior department head, other employee with managerial responsibility	
head of an authority etc. Senior department head, other employee	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006	1
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	1

Additional data trade visitors

Economic sector Skilled trades Service Authority/public services Educational facility		% 29 21 12 5
Industry Research/teaching Trade Association/institution/organisation		5 4 3 3 2 6
Other Student Other not gainfully employed		6 14 2
Influence on purchasing/ procurement decisions Decisively		% 26
Collectively		21
In an advisory capacity No		25 12
Student Other not gainfully employed		14 2
Area of responsibility		% 20
Management Research/development/design		13
Planning/work preparation Manufacture/production		34 21
Production, quality control Buying/procurement		7 14
Finance/accounting, controlling Information, communication technology		8 P) 4
Administration/organisation/personne social welfare/training	21/	12
Marketing/sales/advertising/PR Storage/material management/logisti	cs/	8
transport Maintenance/repairs		5 9
Other area Student		28 14
Other not gainfully employed		2
Size of company/organisation: Number of employees:		%
1- 4 39 500-	999	3
10- 49 14 10 000 and r		1
100-199 4 Other not gain	dent Ifully	14
200-499 5 emplo	oyed	2
Length of stay 1.Length of stay (days):		%
one 83 two 13	three	. 4
 Average length of stay Share of visitors on the event's day 		days
	rd day	29

Conducted by: Institut für Marktforschung, Leipzig

FACHDENTAL Leipzig ----- Leipzig

Basic data trade visitors

Total number of vi	sitors	4 951
Proportion of trade	e visitors	99%
Region of residence	e	%
up to 50 km	. 100	36
more than 50 km up	o to 100 km	29 32
more than 100 km i over 300 km	1p to 300 km	32
Total Germany		100
Baden-	North Rhine-	
Württemberg	 Westphalia 	1
Bavaria	1 Rhineland-	
Berlin	3 Palatinate	-
Brandenburg	4 Saarland	-
Bremen	- Saxony	58 23
Hamburg	- Saxony-Anhalt - Schleswig-	23
Hesse Mecklenburg-	- Schleswig- Holstein	
West Pommerania	- Thuringia	7
Lower Saxony	1	,
Position in the con Entrepreneur, partne Managing director, it head of an authority Senior department h with managerial resp Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, sci Trainee Other position Student	board member, v etc. lead, other employee ponsibility roup head public service	% 32 - 3 31 18 - 9 4 2
Frequency of visits 2009 2008 Earlier events First visit	to trade fair	% 50 45 40 19

Additional data trade visitors

Economic sector	
Dentist's practice, clinic Orthodontics Dental technology laboratory Dental trade Other sectors	% 79 4 16 3 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 27 42 22 9 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 32 2 19 19 10 19 9) 8 11 31 2
Size of company/organization: Number of employees: 1- 4 49v 5- 9 37 500- 999 10- 49 13 1 000- 9 999 50- 99 - 10 000 and more 100-199 - Student	% - - 2
Length of stay 1. Length of stay (days): one 96 two 4	%
2. Average length of stay 1,0 d	ays
3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 -	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Home-Garden-Leisure (2008) ---- Leipzig

Total number of vi	isitors	170 241
Proportion of priva	ate visitors	81%
Region of residence up to 50 km more than 50 km up more than 100 km over 300 km	o to 100 km	% 63 24 12 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia 1 Rhineland- Palatinate 1 Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - - 66 2 25
Position in the cor Entrepreneur, partne Managing director, head of an authority Senior department f with managerial res Department head, of Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully of	board member, y etc. lead, other employe ponsibility roup head public service cientific assistant	_

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

Basic data all visitors

Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	to 100 km
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate 1 Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia
Position in the com Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gro Other salaried staff/p Skilled worker Lecturer, teacher, scie Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully er	, self-employed oard member, etc. ad, other employee onsibility oup head ublic service entific assistant
Frequency of visits 2007 2006 2005 2004 Earlier events	to trade fair

Additional data private visitors

Sex Male Female	% 39 61
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 14 19 16 24 16 11
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 16 20 17 15 12 5 4 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 41 26 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 70 5 24
Follow-up business Intend to buy at later date yes no maybe	% 27 14 58
Conducted by: Institut für Marktforschung	

Conducted by: Institut für Marktforschung, Leipzig

INTERSCHUTZ - DER ROTE HAHN ----- Leipzig

Basic data trade visitors	
Total number of visitors	123 266
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 5 5 22 68
Total Germany	79
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 15 Rhineland-	13
Berlin 2 Palatinate Brandenburg 4 Saarland	4
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig-	11 t 6
Mecklenburg- West Pommerania Lower Saxony 13 Holstein 2 Thuringia	4 5
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Australia other countries	21 64 14 5 7 4 5
The five countries with the highest visitor shares Austria Switzerland Netherlands Belgium Luxembourg	% 18 6 6 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
head of an authority etc. Senior department head, other employe	6 ee
with managerial responsibility Department head, group head	3 10
Other salaried staff/public service	
Skilled worker Lecturer, teacher, scientific assistant Trainee	32 11 1 3 1 3 4 6 3 1 2 4 3
Area, division head Station officer	1
Group leader Fire service staff	4
Ambulancemen, rescue service staff	3
Police officers Other position	2
Student Other not gainfully employed	3
Frequency of visits to trade fair	%
Hanover 2005 Augsburg 2000	47 28
Earlier events	22

Additional data trade visitors

	_
Economic sector Industry Trade Skilled trades Building trade Services/free-lance Authority/public services Non-Profit Organisations Other Student Other not gainfully employed	% 26 8 11 4 15 35 4 - 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 20 27 25 21 4 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Fire, disaster control, emergency services Company fire prevention system, security service Emergency Rescue Services Domestic Security Other area Student Other not gainfully employed	% 9 6 8 13 3 9 4 4 9) 6 12 9 7 17 27 10 16 5 5 4 3
Size of company/organization: Number of employees: 1-4 6 500 - 999 999 5-9 7 1 000 - 9999 10-49 23 10 000 and more 50-99 12 Student 100-199 11 other not gainfully 200-499 13 employed	% 6 12 4 4
1.4 1.4 1.5	% 2 3 days 25 18

Conducted by: Wissler & Partner, Basel

MIDORA LEIPZIG ---- Leipzig

Basic data trade visitors

Total number of visitors	2 294
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km more than 100 km up to 300 km	18 48
over 300 km	18
Total Germany	97
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 5 Rhineland-	1
Berlin 8 Palatinate	
Brandenburg 12 Saarland	•
Bremen 1 Saxony	20
Hamburg - Saxony-Anhalt	26
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 3 Thuringia	13
Lower Saxony 6	1.
Total Foreign	3
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	75
head of an authority etc.	_
Senior department head, other employee	
with managerial responsibility	
Department head, group head	4
Other salaried staff/public service	9
Skilled worker	
Skilled worker Lecturer, teacher, scientific assistant	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	9/
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	% 56 49
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	% 56 49
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	% 56 49
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	9/ 50 49 39 31

Additional data trade visitors

Economic sector Retail trade	% 48
Skilled trades	35
Other service Wholesale/foreign trade	3
Industry	1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Association/institution/organization Commercial agent	1
Other sectors	2
Student Other not gainfully employed	2
Influence on purchasing/	%
procurement decisions Decisively	59
Collectivély	22
In an advisory capacity No	13
Student Other not gainfully employed	13
Area of responsibility Management	% 52
Research/development/design	
Planning/work preparation Manufacture/production	1 2
Production, quality control	11
Buying/procurement Finance/accounting, controlling	65 27
Information, communication technology (I	
Administration/organization/personnel/ social welfare/training	18
Marketing/sales/advertising/PR	24
Storage/material management/logistics/ transport	16
Maintenance/repairs	16
Other area Student	4
Other not gainfully employed	2
Size of company/organization:	9/
Number of employees: 1- 4 75 500- 999	7
5- 9 8 1 000 - 9 999 10- 49 7 10 000 and more	
50- 99 - Student	2
100-199 3 other not gainfully 200-499 3 employed	
200-499 5 employed	
Length of stay 1. Length of stay (days):	%
one 92 two 8 three	
	1 day

Conducted by: Institut für Marktforschung GmbH, Leipzig

modell-hobby-spiel

Basic data private visitors

	96 183
Proportion of private visitors	94%
Region of residence	%
up to 50 km	33
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	33
Total Germany	97
Baden- North Rhine-	1
Württemberg - Westphalia Bavaria 2 Rhineland-	
Berlin 3 Palatinate	1
Brandenburg 6 Saarland	
Bremen - Saxony	51 22
Hamburg - Saxony-Anhalt	22
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	11
Lower Saxony 1	
Total Foreign	3
of which EU other countries	94
other countries	,
	0/
share	%
share Czech Republic	
share Czech Republic	65 %
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed	65 %
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	65 %
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	65 % 5
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility with managerial responsibility	65 % 5
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	65 %
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9/
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9/
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9/
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	65 9/ 1
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	65 9/ 1
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Hold-age pensioner	9/
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	65 9/ 1
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	65
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	65 %
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Hold-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	65 9/65 27 19 27 19 48
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	65 9% 52 19 27 19 27 19 27 19 48 48 48
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	65 9/4 52 19 12 12 12 13 14 14 18 18 18 18 18 18 18 18 18 18 18 18 18
Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events	9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
share Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	9 9 9 11. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.

First visit

----- Leipzig

Additional data private visitors

•	
Sex Male Female	% 57 43
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 21 21 24 15 5
Net household income up to 900, EUR more than 900, EUR up to 1 500, EUR more than 1 500, EUR up to 2 000, EUR more than 2 000, EUR up to 2 600, EUR more than 2 600, EUR up to 3 600, EUR more than 3 600, EUR up to 5 000, EUR more than 5 000, EUR	% 18 17 15 14 12 9 5
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 35 24 20 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 79 4 17
Follow-up business Intend to buy at later date yes no maybe	% 41 11 48

Conducted by: Institut für Marktforschung GmbH, Leipzig

ORTHOPÄDIE + REHA-TECHNIK (2008) ----- Leipzig

Basic data trade visitors	
Total number of visitors	18 042
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 6 7 25 63
Total Germany Baden- Württemberg 8 Westphalia Bavaria 14 Rhineland- Berlin 6 Palatinate Brandenburg 3 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 9	72 12 2 1 17 8 2 10
Total Foreign of which EU Rest of Europe Africa South and Central America Other	28 55 22 6 6 11
The four countries with the highest visitor shares Russia Rushia Rutherlands France Austria	% 9 8 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 15 8 8 17 12 16 4 4 11 4 9 1
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 38 31 24 44

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Total Germany Baden- Württemberg 7 Westphalia Bavaria 14 Rhineland- Berlin 6 Palatinate Brandenburg 3 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 8	74 12 2 1 21 8 2
Total Foreign of which EU Rest of Europe Africa South and Central America Other	26 56 21 6 6
The four countries with the highest visitor shares Russia Netherlands Austria France	% 9 8 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 14 8 3 15 12 16 4 10 5
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 38 30 23 45

Additional data trade visitors

Economic sector Trade Service Industry Trade Public authority/administration University, college etc. Organisation/association/society Other sectors Student	1 1
Other not gainfully employed	
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	2 3 2 1
Other not gainfully employed	
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	3 3 DP)
Size of company/organisation: Number of employees: 1 4 12 500 - 999 999 5-9 1000 - 9999 1000 - 9999 1000 and more Student 900 - 999 1000 and more Student 1000 - 100 and more student 1000 and more student 100	Ç
Length of stay 1.Length of stay (days): one 57 three 11 two 25 four 7	(
	da

Conducted by: Institut für Marktforschung, Leipzig





Touristik & Caravaning International ----> Leipzig

Basic data private visitors

Total number of visitors	62 581
Proportion of private visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 50 23 24 4
Total Germany Baden- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin 1 Palatinate Brandenburg 3 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania 1 Thuringia	98 - - - 68 17 -
Lower Saxony 1 Total Foreign of which EU other countries	2 74 26
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	1 e
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	3 38 12 1 1 2
Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	26 7 1
2009 2008 2007 Earlier events First visit	51 46 51 28

Additional data private visitors

Sex Male Female	% 51 49
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 13 14 25 21 19 6
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 12 13 12 15 5 2 36
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 54 20 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 21 52 27
Follow-up business Intend to buy at later date yes no maybe	% 35 18 47

Conducted by: Anova Marktforschung, Leipzig

REGIO — Lörrach

Basic data private visitors

Total number of visitors	61 025
Proportion of private visitors	88%
Region of residence	%
up to 50 km	94
more than 50 km up to 100 km more than 100 km up to 300 km	4
over 300 km	1
Total Germany	86
Baden- North Rhine- Württemberg 99 Westphalia	-
Bavaria - Rhineland- Berlin - Palatinate	_
Brandenburg - Saarland	_
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	14
of which EU	14
	86
Rest of Europe other countries The two countries with the highest	
other countries The two countries with the highest visitor shares	% 12 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization	% 12 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 12 2 1 %
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	% 12 2 1 %
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	% 12 2 2 1
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	% 12 2 2 1
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	9% 122 2 1 % 6 6
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 12 2 2 1 1 6 6 1 1 4 28 9 2 2 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 12 2 2 1 1 % 6 6 1 4 28 9 2 3 3 3 3
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried statif/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 122 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	% 122 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	% 122 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	% 12 2 1 % 6
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	% 12 2 2 2 1 1 6 6 1 4 2 8 3 5 5 1 1 0 3 0 6 6 1 1 %
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	% % % % % % % % % % % % % % % % % % %
other countries The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	% 122 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Basic data all visitors

Proportion of trade visitors	12%
Region of residence	%
up to 50 km	94
more than 50 km up to 100 km	4
more than 100 km up to 300 km over 300 km	1
OVEL 300 KIII	
Total Germany	86
Baden- North Rhine- Württemberg 99 Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	14
of which EU	15
Rest of Europe	85
other countries	
The two countries with the highest	
visitor shares	
visitor shares Switzerland	11
visitor shares	11
visitor shares Switzerland France Position in the company/organization	11 2
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed	11 2
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 9%
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 9%
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	111 2 % 9% 9
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	111 2 % 9 1
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9% 9 9 1 1 4 28
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9% 9 9 1 1 4 28
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9% 9 9 1 1 4 28
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	111 228 396 11 14 228 22 33
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	111 22 9% 9 11 44 288 9 22 33 10
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	111 22 % 9 11 4 28 22 23 35 10 28
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	111 22 9% 9 1 1 1 4 28 2 3 5 1 1 28 6
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	111 22 9% 9 1 1 1 4 28 2 3 5 1 1 28 6
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	111 2 % 9 1 1 4 28 5 2 28 10 28 11
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	111 2 9% 9 1 1 4 28 22 2 3 10 28 6 1
visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	% 11 2 2 8 5 5 1 1 1 1 2 2 8 6 6 1 1 7 7 3 7 7 1 6 8 8

Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 10 10 20 21 22 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 47 15 19 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yees on maybe	% 75 13 12
Follow-up business Intend to buy at later date yes no maybe	% 12 60 28

Conducted by: Messe Lörrach GmbH, Lörrach

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

Basic data private visitors

Total number of visitors	75 329
Proportion of private visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 86 11 2
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-An Hesse 2 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	78 - - halt -
Position in the company/organisa Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emp with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	d 9 1 Iloyee 1 5 31 7

Housewife/man Old-age pensioner Other not gainfully employed	7 30 1
Frequency of visits to trade fair	%
2007	63
2006	66
2005	62
2004	60
Earlier events	68
First visit	13

Lecturer, teacher, scientific assistant

Trainee

Other position Student

Additional data private visitors

% 54 46 % 3 8
% 3 8
3 8
3 8
11 22
22
26
9
N/A
%
12
51 17
17
5
%
Ε0.
50 35
15
%
70
27
44
30

MANNHEIMER MAIMARKT ---- Mannheim

Basic data private visitors

. C.C. Humber Of Vi	sitors 33	9 111
Proportion of priva	ate visitors	89%
Region of residence	e	%
up to 50 km		76
more than 50 km up	o to 100 km	18 5
more than 100 km over 300 km	up to 300 km	1
Total Germany		100
Baden-	North Rhine-	
Württemberg	64 Westphalia	-
Bavaria	1 Rhineland-	2.4
Berlin Brandenburg	PalatinateSaarland	24
Bremen	- Saxony	
Hamburg	- Saxony-Anhalt	
Hesse	11 Schleswig-	
Mecklenburg-	Holstein	-
West Pommerania	 Thuringia 	
Lower Saxony	-	
Position in the cor Entrepreneur, partne	npany/organization	% 6
cittrepreneur, partite	er, seir-employed	
Managing director	hoard mambar	
Managing director,	board member,	
Managing director, head of an authority	y etc.	
Managing director, head of an authority Senior department f	y etc. nead, other employee	
Managing director, head of an authority Senior department f with managerial res Department head, o	y etc. nead, other employee ponsibility rroup head	- 2
Managing director, head of an authority Senior department I with managerial res Department head, g Other salaried staff/	y etc. nead, other employee ponsibility rroup head	44
Managing director, head of an authority Senior department f with managerial res Department head, g Other salaried staff/ Skilled worker	y etc. nead, other employee ponsibility roup head public service	44
Managing director, head of an authority Senior department f with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so	y etc. nead, other employee ponsibility roup head public service	44 5 1
Managing director, head of an authority Senior department f with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee	y etc. nead, other employee ponsibility roup head public service	44 5 1 2
Managing director, head of an authority Senior department ff with managerial res Department head, go Other salaried staff/ Skilled worker Lecturer, teacher, sc Trainee Other position	y etc. nead, other employee ponsibility roup head public service	44 5 1 2 1
Managing director, head of an authority Senior department f with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so	y etc. nead, other employee ponsibility roup head public service	44 5 1 2 1 7
Managing director, head of an authority Senior department f with managerial res Department head, go Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Housewife/man Old-age pensioner Student	y etc. lead, other employee ponsibility roup head public service ientific assistant	44 5 1 2 1 7 26
Managing director, head of an authority Senior department f with managerial res Department head, go Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Housewife/man Old-age pensioner Student	y etc. lead, other employee ponsibility roup head public service ientific assistant	44 5 1 2 1 7 26
Managing director, head of an authority Senior department from the subsequent of the salaried staff Skilled worker Lecturer, teacher, so Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully Frequency of visits	y etc. lead, other employee ponsibility lead, public service lientific assistant	44 5 1 2 1 7 26 6 1
Managing director, head of an authorit Senior department f with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, sc Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully Frequency of visits 2009	y etc. lead, other employee ponsibility lead, public service lientific assistant	44 5 1 2 1 7 26 6 1
Manäging director, head of an authority Senior department from the managerial res Department from the salaried stafff Skilled worker Lecturer, teacher, so Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully Frequency of visits	y etc. lead, other employee ponsibility lead, public service lientific assistant	44 5 1 2 1 7 26 6 1

Basic data all visitors

Region of residence		9/
up to 50 km		7
more than 50 km up to 10		17
more than 100 km up to 3	300 km	
over 300 km		
Total Germany		100
	North Rhine-	
	Vestphalia	
Davana i i	Rhineland- Palatinate	24
	Saarland	24
	axony	
	Saxony-Anhalt	
Hesse 11 S	Schleswig-	
	lolstein	
	huringia	
Lower Saxony -		
Position in the company	organization/	
Entrepreneur, partner, self-	-employed	
Entrepreneur, partner, self Managing director, board	-employed	í
Entrepreneur, partner, self Managing director, board head of an authority etc.	-employed member,	í
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, o	employed member, other employee	í
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group i	employed member, other employee illity	
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group h Other salaried staff/public	employed member, other employee illity	9/
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group ho Other salaried staff/public Skilled worker	employed member, other employee illity nead service	4
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, ow with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific	employed member, other employee illity nead service	4
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, with managerial responsib Department head, group I Other salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee	employed member, other employee illity nead service	44
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group h Other salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position	employed member, other employee illity nead service	4
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, ow with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man	employed member, other employee illity nead service	44
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, ow with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man	employed member, other employee illity nead service	4.
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner Student	-employed member, other employee illity nead service c assistant	4
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner Student	-employed member, other employee illity nead service c assistant	2
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, since with managerial respons ib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employ Frequency of visits to tr.	-employed member, between employee illity nead service c assistant	2
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, c with managerial responsib Department head, group hother salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employ Frequency of visits to tra 2009	-employed member, between employee illity nead service c assistant	2.99
Entrepreneur, partner, self Managing director, board head of an authority etc. Senior department head, owith managerial responsib Department head, group I Other salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employ Frequency of visits to training 1009 2008	-employed member, between employee illity nead service c assistant	2. 9, 5,
Other salaried staff/public Skilled worker Lecturer, teacher, scientific Trainee Other position Housewife/man Old-age pensioner	-employed member, between employee illity nead service c assistant	2

Additional data private visitors

Sex Male Female	% 45 55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 11 12 23 20 19
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 47 20 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	73 9 18
Follow-up business Intend to buy at later date yes no maybe	% 40 35 26
Conducted by Achim Brötz Bachanzantrum	

Conducted by: Achim Brötz Rechenzentrum Mannheim

Analytica ---- München

Basic data trade visitors

Total number of visitors	32 061
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 22 8 19 51
Total Germany Baden- Württemberg 16 Westphalia Bavaria 57 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- West Pommerania 1 Thuringia Lower Saxony 2	8 4 - 3 1
Total Foreign of which EU Rest of Europe other countries The three countries with the highest visitor shares Austria Switzerland Great Britain	33 58 18 23 % 13 9 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Heads of departments, groups, teams, laboratories Project manager with personal and budg responsibility Other employees, other civil service work Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	6 21 get 4
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 33 25 19 53

Additional data trade visitors

Economic sector	%
User of instrumental analytics	40
Manufacturer of instrumental analytics	10
Dealer in instrumental analytics	10
Service/consulting in connection with	
instrumental analytics	8
Active in industriál research & developmen	t 8
Active in university research &	
development	9
Active in other reserach & development	. 3
Student	12
Influence on purchasing/	
procurement decisions	%
Decisively	17
Collectivély	37
In an advisory capacity	24
No	10
Student	12
Area of responsibility	%
Management	10
Research/development/design	43
Planning/work preparation	3
Manufacture/production	6
Production, quality control	15
Buying/procurement	5
Buying/procurement Finance/accounting, controlling	5
Buying/procurement Finance/accounting, controlling Information, communication technology (EE	5
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/	P) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EE Administration/organization/personnel/ social welfare/training	DP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EL Administration/organization/personnel/ Social welfare/training Product management	P) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR	DP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EL Administration/organization/personnel/ Social welfare/training Product management	DP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EL Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	DP) 1 2 3 14
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Mathetineance/repairs Other area	OP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EL Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	5 DP) 1 2 3 14
Buying/procurement Finance/accounting, controlling Information, communication technology (EL Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	OP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization:	DP) 1
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees:	5 DP) 1 2 3 14 1 3
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 3 200 - 499 5 - 9 7 500 - 999	22 33 14 1 13 7 12 9%
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4	55. 57. 22. 33. 34. 44. 14. 12. 77. 12. 77. 14.
Buying/procurement Finance/accounting, controlling Information, communication technology (Et Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	9% 144 12 9% 100 144 123 144 144 145 144 145 146 146 146 146 146 146 146 146 146 146
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4	9% 144 12 9% 100 144 123 144 144 145 144 145 146 146 146 146 146 146 146 146 146 146
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	22 33 14 1 13 7 12 9%
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	9% 1007 144 107 107 144 107 144 129
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	9% 1007 144 107 107 144 107 144 129
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	90 14 14 12 12 12 12 12 12 12 12 12 12 12 12 12
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	900 100 77 144 12 12 12 12 12 12 12 12 12 12 12 12 12
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	900 12 23 3 14 14 15 15 15 15 15 15 15 15 15 15 15 15 15
Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Product management Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	900 100 77 144 12 12 12 12 12 12 12 12 12 12 12 12 12

AUTOMATICA München

Basic data trade visitors

Total number of visitors	30 642
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	25 48
Total Germany	67
Baden- North Rhine- Württemberg 22 Westphalia	7
Bavaria 56 Rhineland-	
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	1
Hesse 2 Schleswig-	3
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 3	
Total Foreign	33
of which EU	70 12
Rest of Europe other countries	18
	0/0
visitor shares	
visitor shares Austria	17
visitor shares Austria Italy	17 13
visitor shares Austria Italy Switzerland Position in the company/organization	% 17 13 6
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed	17 13 6
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	177 133 6
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	177 133 6 1 % 7
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	177 133 6 1 % 7
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, and bead	177 138 6 7 7 8 9 9 9 9
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	177 138 6 7 7 8 9 9 9 9
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	177 138 6 7 7 8 9 9 9 9
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	177 133 6
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	177 133 66
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	177 133 66
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	177 133 6
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	177 133 6 1 % 7 7 5 6 8 5 30 15 33 34 16
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008	177 133 6 1 % 7 7 5 8 8 8 15 30 15 5 4 11 16
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008 2006	177 133 6 6 7 7 5 8 9 155 30 155 4 116
visitor shares Austria Italy Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008	177 133 6 1 % 7 7 5 8 8 8 15 30 15 5 4 11 16

Additional data trade visitors

	3
Economic sector	%
Automobile manufacture, OEM and supplie	
Construction industry	1
Chemical industry	2
Electrical engineering/electronics industry Food and beverage industry	18 1
Timber processing industry	i
Information-/communication industry	4
Plastics and rubber industry	4
Aerospace industry Metalworking industry	13
Pharmaceuticals, cosmetics, medical	
technology	3
Solar technology Packaging industry	3 2
Other sectors	17
Student	16
Influence on purchasing/ procurement decisions	%
Decisively	18
Collectively	31
In an advisory capacity	24 10
No Student	16
Area of responsibility	%
Management	42
Research/development/design Planning/work preparation	27 8
Manufacture/production	18
Production, quality control	5
Buying/procurement Finance/accounting, controlling	4
Information, communication technology (EL	
Administration/organization/personnel/	
social welfare/training	2 9
Marketing/sales/advertising/PR Storage/material management/logistics/	9
transport	1
Maintenance/repairs	7
Other area Student	5 16
Size of company/organization:	
Number of employees: 1- 9 8 500- 999	%
1- 9 8 500- 999 10- 49 12 1 000- 9 999	8 17
50-249 18 10 000 and more	9
250-499 12 Student	16
Length of stay	%
1. Length of stay (days):	/0
1. Length of Stay (uays).	
one 78 three 3 two 17 four 2 2. Average length of stay 1,3	days
one 78 three 3 two 17 four 2 2. Average length of stay 1,3 3. Share of visitors on the event's days:	days %
one 78 three 3 two 17 four 2 2. Average length of stay 1,3	

Conducted by: TNS Infratest, München

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Total number of visitors	420 170
Proportion of trade visitors	86%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km more than 100 km up to 300 km	27 27
over 300 km	56
Total Germany	65
Baden- North Rhine-	
Württemberg 27 Westphalia Bayaria 40 Rhineland-	10
Bavaria 40 Rhineland- Berlin 1 Palatinate	
Brandenburg 1 Saarland	
Bremen - Saxony	2
Hamburg 1 Saxoný-Anhalt Hesse 4 Schleswig-	t 1
Hesse 4 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	2
Lower Saxony 4	
Total Foreign	35
of which EU	66 2
Rest of Europe other countries	14
The five countries with the highest visitor shares Austria	9/
Austria Italy Switzerland Netherlands France	17 12 11 (
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed	17 12 11 (
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member,	17 12 17 18 19 17
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed	17 12 11 11 ()
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	17 12 13 13 (13 14 17 17 17
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	n %
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	11, 12, 13, 14, 14, 14, 14, 14, 14, 14, 14, 14, 14
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	17 12 11 10 11 10 11 11 11 12 12 13 14 15 15 16 17 17 17 17 17 17 17 17 17 17 17 17 17
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he masses	17 11 11 11 11 11 12 12 13 14 15 15 16 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator	17 12 11 11 11 11 11 11 11 11 11 11 11 11
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker	17 12 11 11 11 11 11 11 11 11 11 11 11 11
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee	17 12 11 11 11 11 11 11 11 11 11 11 11 11
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	17 12 11 11 11 11 12 12 12 13 14 14 15 16 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee	11 12 11 11 11 11 11 11 11 11 11 11 11 1
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1
Italy Switzerland Netherlands France Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Master craftsman, building foreman, he mason Building worker Construction machine operator Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1

----- München

Additional data trade visitors

Economic sector Construction company	% 27
Mining industry	1
Horticulture and landscape gardening	2
Building materials, non-metallic minerals	3
Machine and plant construction	16
Other industry/skilled trades	4
Trade	7
Service	14
Building authorities, administration	6
Universities, Industry	3
Other sectors	3
Student	8
Other not gainfully employed	1
g,pio)cu	

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	9/ 22 26 23 20 85
Area of responsibility Management	9/

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Building management Mechanical department, building machine, equipment department Other area Student	3 8 7 17 14 11 8
Other not gainfully employed	1

Size of con	npany/	organization:	
Number of	employ	ees:	%
1- 4	12	500 - 999	6
5- 9	9	1 000 - 9 999	10
10- 49	20	10 000 and more	7
50- 99	10	Student	8
100-199	9	other not gainfully	
200-499	8	employed	1

Length of 1. Length of one two three	stay of stay 60 24 8	(days): four five six	3 2 1	seven	% 1
2. Average	length	of stay		1,7	days
3. Share of 1st day 2nd day 3rd day	16			days: 7th day	% 16

Conducted by: TNS Infratest, München

f.re.e ---- München

Basic data private visitors			
96 250			
85%			
% 65 21 11 3			
99			
1			
n % 8 1 1 ee 2 8 31 7 5 4 4 3 3 14			

Frequency of visits to trade fair f.re.e 2009 C-B-R 2008 Earlier events First visit

Basic data all visitors

	15%
Region of residence	%
up to 50 km	65
more than 50 km up to 100 km	21
more than 100 km up to 300 km over 300 km	10
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	
Bavaria 97 Rhineland-	
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
other countries	15
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	
Senior department head, other employee with managerial responsibility	2
Senior department head, other employee with managerial responsibility Department head, group head	2
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	29
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	29
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	29
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	29
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	29
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	29
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	29 8 29 6 5 2 4 13 12
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	29
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	29 6 29 13 14 12 2
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair free 2009	29 29 13 13 12 29 37
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair fire.e 2009 C-B-R 2008	29 8 29 6 5 2 4 3 13 12 2 9 8 37 33
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	29 29 13 13 12 29 37

Additional data private visitors

Sex Male Female	% 50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 11 17 13 24 20 12 3
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 000,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 7 7 13 15 19 14 12 14
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 39 16 18 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 39 28 33
Follow-up business Intend to buy at later date yes no maybe	% 25 14 61
Conducted by: TNS Infratest, München	







electronica ---- München

Basic data trade visitors

Busic data trade Visitors	
Total number of visitors	72 185
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 13 5 19 63
Total Germany Baden- Württemberg 25 Westphalia Bavaria 46 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	53 8 2 - 2 1 1
Total Foreign of which EU Rest of Europe other countries	47 67 17 16
The five countries with the highest visitor shares Italy Austria Great Britain Switzerland France	% 14 8 7 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 12 10
Senior department head, other employed with managerial responsibility Department head, group head Project manager with personal and budg	7
responsibility Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	12 16 11 3 2
Other not gainfully employed	8
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 41 31 26 45

Additional data trade visitors

Additional data trade visitors	
Economic sector Application, use of electronic components,	%
assembly group sub-systems Manufacture of electronic components	22 14
Manufacture of electronic components Manufacture of electronic assembly groups,	14
sub-systems Trade in electronic components, assembly	23
groups, sub-systems	11
Service Research and development	7 12
Teaching and training	2
Public authority/Ministry Student	1 8
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively	27
Collectively In an advisory capacity	31 23
No	10
Student Other not gainfully employed	8 1
Area of responsibility	%
Management	16
Hardware development Software development	34 19
Basic research	11
Design Design/construction	12 7
Consulting	6
Planning/work preparation Manufacture/production	5 10
Quality assurance/control/test	6
Buying/procurement Marketing/sales/advertising/PR	15 5
Sales	14
Storage/material management/logistics/ transport	2
Maintenance/repairs	3
Information, communication technology (EDI Finance/accounting, controlling	P) 4 1
Administration/organization/personnel/	2
social welfare/training Other area	2
Student	8
Other not gainfully employed	1
Size of company/organization:	%
Number of employees: 1- 9 14 500- 999	7
10- 49 17 1 000 and more 50-249 19 Student	26 8
250-499 8 other not gainfully	0
employed	1
Length of stay	%
1. Length of stay (days): one 56 three 9	
two 28 four 7	
2. Average length of stay 1,7	days
3. Share of visitors on the event's days:	%
1st day 35 3rd day 53	

Conducted by: TNS Infratest, München

FARBE ---- München

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	47 839
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 9 9 31 50
Total Germany Baden- Württemberg 26 Westphalia Bavaria 38 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	85 10 5 1 3 1 1
Total Foreign of which EU Rest of Europe other countries The four countries with the highest visitor shares Austria Switzerland Italy Netherlands	% 19 19 19 15
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	5
Frequency of visits to trade fair Cologne 2007 Cologne 2005 Munich 2002 Earlier events First visit	% 35 26 29 20 37

Additional data trade visitors

Economic sector	%
Skilled trades Industry	67 10
Wholesale/foreign trade	11
Property developers, building contractors Housing business, property management	1
Housing business, property management	1
Architect/interior designer Engineer's and planning office	1
Consulting, other services	i
Local authorities, preservation authorities,	
public buildings	1
Research, apprenticeship, training	1
Association, organization Media, press, publishing	1 1 1
Other	
Student Other net gainfully employed	3
Other not gainfully employed	
Influence on purchasing/	0/
procurement decisions Decisively	% 40
Collectively	28
In an advisory capacity	17
No Student	12
Student Other not gainfully employed	1
Area of responsibility	% 46
Management Research/development/design	40
Planning/work preparation	11
Manufacture/production	15
Production, quality control	15
Buying/procurement Finance/accounting, controlling	15
Information, communication technology (ED	
Administration/organization/personnel/	
social welfare/training	10
Marketing/sales/advertising/PR Storage/material management/logistics/	- 10
transport	5
Maintenance/repairs	
Other area Student	11
Other not gainfully employed	1
3	
Size of company/organization:	0.0
Number of employees: 1- 4 36 500- 999	%
5- 9 20 1000- 9999	
10- 49 20 10 000 and more	2
50- 99 5 Student	3
100-199 5 other not gainfully 200-499 4 employed	1
200 455 4 cilipioyed	
Length of stay	%
1.Length of stay (days): one 76 three 2	
two 20 four 1	
	days
2 Average length of stay 1.3	
2. Average length of stay 1,3 3. Share of visitors on the event's days: 1st day 29 3rd day 36	%

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GOLF EUROPE (2009)

Total number of visitors	3 963
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 7 16 62
Total Germany Baden- Württemberg 8 Westphalia Bawaria 58 Rhineland- Berlin - Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig- West Pommerania Lower Saxony 3	48 10 2 1 - 3 2 1
Total Foreign of which EU Rest of Europe other countries The three countries with the highest visitor shares Austria Switzerland Great Britain	52 78 15 7 % 18 12 10
Position in the company/organization Pro shop owner Pro shop operator Pro Other self-employed entrepreneur, partner freelance profession Management director, board of director, president, golf course manager Head of central department, division man- ger, authorised signatory Head of department, team/group supervise etc. Other emplyee, professional assistant Pro-apprentice, trainee Other position Student Other not gainfully employed	31 13 a- 7
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 48 34 31 37

----- München

Additional data trade visitors

Economic sector	%
Golf professional	13
Pro-shop	16
Golf course operator with commercial	
resale	11
Department store Mail order	3
Puning groups and associations	2
Buying groups and associations Commercial agent	2
TV and internet-shopping	11 3 2 2 8 4 7
Other sport retailers	7
Producer, supplier	18
Other	13
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	40
Research/development/design	7
Planning/work preparation	4 5
Manufacture/production	5
Buying/procurement	23 3
Finance/accounting, controlling	3
Production, quality control	2
Information, communication technology	
Administration/organization/personnel/	()
social welfare/training	4
Marketing/sales/advertising/PR	29
Storage/material management/logistics/	
transport	3
Maintenance/repairs	3 4
Sales	39
Other area	5
Student	2
Other not gainfully employed	1
outer not gammany employed	

Number of 1- 4 5- 9 10- 49	50 16 17	200 - 499 500 and more Student	% 2 2
50- 99 100-199	2	other not gainfully employed	1
Length of	stav		9/

Length of	stay				%
1. Length one	of stay 56	(days): two	32	three	13
2. Average	length	n of stay		1,6	days
3. Share of 1st day	visito 50	rs on the 2nd da	event's y 65	days: 3rd day	% 43

Conducted by: PhoneResearch KG, München

INTERFORST ---> München

Basic data trade visitors

basic data trade visitors	
Total number of visitors	49 952
Proportion of trade visitors	80%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 11 15 33 41
Total Germany Baden- Württemberg 21 Westphalia Bavaria 53 Rhineland- Berlin - Palatinate Brandenburg 1 Saxony Hamburg - Saxony Hesse 5 Schleswig- West Pommerania 1 Thuringia Lower Saxony 2	85 5 5 1 3 1 3
Total Foreign of which EU Rest of Europe other countries The two countries with the highest visitor shares Austria	15 75 20 6 % 35
Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	27 5
Frequency of visits to trade fair 2006 2002 Earlier events First visit	% 37 23 15 51

Basic data all visitors

Region of residence	%
up to 50 km	11
more than 50 km up to 100 km	16 34
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38
Total Germany	86
Baden- North Rhine- Württemberg 19 Westphalia Bavaria 57 Rhineland-	5
Berlin - Palatinate	4
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt	2
Hesse 4 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 2	3
of which EU Rest of Europe	76 19
other countries	
other countries The two countries with the highest	5
other countries	
other countries The two countries with the highest visitor shares	% 34
other countries The two countries with the highest visitor shares Austria Switzerland	% 34 14
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 34 14 % 23
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 34 14 % 23
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 34 14 % 23
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 34 14 % 23 4
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9% 34 14 9% 23 4 4 8 14 20
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 34 14 % 23 4 4 8 14 20 2
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	%34 14 9% 23 4 48 14 20 28 86
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	%34 14 9% 23 4 48 14 20 28 86
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9%344 144 233 44 48 84 144 200 22 86 66 99 22
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	%3444488442022886663222
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 34 14

Additional data trade visitors

Additional data trade	VISITOIS
Economic sector	%
State forest	22
Other public forest	6
Private forest: Farmer	19
Other private woods	4
Forestry sub-contractor	8
Nursery/landscape gardening	2
Forestry college/specialist school	1
Forestry machine manufacturer	2
Sawmill industry Other sectors	2
Timber trade	4 8 2 1 2 2 4 4 7 7 2 8 8
Service	7
Authority (without forestry)	2
Other	8
Student	
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	29
Collectively	25
In an advisory capacity	19 18
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	28
Research/development/design	23
Planning/work preparation	(
Manufacture/production	23
Production, quality control	4
Buying/procurement	(EDP) 2
Finance/accounting, controlling	3
Information, communication technology	(EDP) 2
Administration/organization/personnel/	
social welfare/training	8
Marketing/sales/advertising/PR	6
Storage/material management/logistics/	
transport	4
Maintenance/repairs	19
Other area	19
Student	8
Other not gainfully employed	1

Size of o			tion:		0/
1- 4 5- 9	34 10	. 2	100 - 100 -	499 999	% 3 3
10- 49	20		000 an	d more	11
50- 99 100-199	7 4	othe		Student ainfully	8
100 133	7	other		nployed	1
Length o		(d)			%
1. Length one two		(days): five four	1	three	3
2. Averag	e length	of stay		1,3	days
3. Share of 1st day	18	on the e			% 15

Conducted by: TNS Infratest, München



····} www.fkm.de

IFAT ENTSORGA ---- München

Basic data trade visitors

Total number of visitors 1	09 589
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 7 6 18 69
Total Germany Baden- Württemberg 16 Westphalia Bavaria 39 Rhineland-	59
Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 7 Saxony-Anhalt Hesse 1 Schleswig-	7 1 5 1
Mecklenburg- Holstein West Pommerania Lower Saxony 5	2 2
Total Foreign of which EU Rest of Europe other countries	41 62 18 20
The five countries with the highest visitor shares Austria Italy Switzerland Netherlands Denmark	% 10 7 6 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 12
head of an authority etc. Senior department head, other employee	13
with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	9 23 12 9
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12 9 8 3 2 2 7
Frequency of visits to trade fair 2008 2005 Earlier events First visit	% 45 29 20 46

Additional data trade visitors

Economic sector	%
Industry	21
Municipal supplying and disposal companies	28
Private supplying and disposal companies	20
and operators Engineering offices, consultants and other	
services Trade	20
Authority/public services Universities and polytechnics, science and	
research Association	3
Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively Collectively	24 37
In an advisory capacity No	23
Student Other not gainfully employed	1
- Chief not gaintaily employed	
Area of responsibility Management	% 24
Research/development/design Planning/work preparation	10 18
Manufacture/production	-
Production, quality control Buying/procurement	9
Finance/accounting, controlling Information, communication technology (ED	P) 3
Administration/organization/personnel/ social welfare/training	,
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	. 3
Maintenance/repairs Application/process engineering	10 12
Environmental protection Other area	20
Student	
Other not gainfully employed	
Size of company/organization: Number of employees:	1
Number of employees: 1- 4 10 500- 999	9/
Number of employees: 1- 4 10 500- 999 5- 9 11 1 000- 999 10- 49 24 10 000 and more	9/0 2 2 2
Number of employees: 1- 4 10 500- 999 5- 9 11 1 000- 999 10- 49 24 10 000 and more 50- 99 12 Student	9/0 2 2 2
Number of employees: 1- 4 10 500- 999 5- 9 11 1 000- 999 10- 49 24 10 000 and more	9/1
Number of employees: 1 - 4 10 500 - 999 5 - 9 11 1000 - 9999 10 - 49 24 10 000 and more 50 99 12 Student 100-199 9 other not gainfully 200-499 9 employed Length of stay	9/4
Number of employees: 1- 4 10 500- 999 5- 9 11 1 000- 9999 10- 49 24 10 000 and more 50- 99 12 Student 100-199 9 other not gainfully 200-499 9 employed Length of stay 1. Length of stay (days): one 49 three 13 five	9/4
Number of employees: 1- 4 10 500- 999 5- 9 11 1 000- 9999 10- 49 24 10 000 and more 50- 99 12 Student 100-199 9 other not gainfully 200-499 9 employed Length of stay 1. Length of stay (days): one 49 three 13 five two 31 four 4	9%
Number of employees: 1- 4 10 500- 999 5- 9 11 1000- 9999 10- 49 24 10 000 and more 50- 99 12 Student 100-199 9 other not gainfully 200-499 9 employed Length of stay 1. Length of stay (days): one 49 three 13 five two 31 four 4	9% 22 22 27 11 9% 24 44 45 47 47 47 47 47 47 47 47 47 47 47 47 47

Conducted by: TNS Infratest, München

INTERNATIONALE HANDWERKSMESSE ---- München

Basic data private visitors

Total number of visitors	146 062
Proportion of private visitors	69%
Region of residence	%
up to 50 km	68 19
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	3
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia	
Bavaria 97 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member,	
Senior department head, other employe	e
Senior department head, other employe with managerial responsibility	1
Senior department ĥead, other employe with managerial responsibility Department head, group head	ee 1
Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	ee 1 2
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	ee 1 2
Skilled worker Lecturer, teacher, scientific assistant	ee
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	ee 1 2
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	ee 1 2
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	ee 1 1 2 2 2 2 3 3 6 3 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	24 24 3 3 4 3 4 3 4 4 4 4 4 4 4 4 4 4 4
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	ee
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	22 22 22 22
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	24 24 3 3 3 3 4 4 7
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	22 22 29 29 33
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	24 24 25 25 25 25 25 25 25 25 25 25 25 25 25
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	9/ 33 33 33
Senior department fiead, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	22 22 29 33 33

Basic data all visitors Proportion of trade visitors

31%

Proportion of trade visitors	31%
Region of residence up to 50 km	% 62
more than 50 km up to 100 km	19
more than 100 km up to 300 km	14
over 300 km	5
Total Germany	98
Baden- North Rhine- Württemberg 1 Westphalia	1
Bavaria 95 Rhineland-	- 1
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	2
of which EU	48
other countries	51
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	15
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	5 20
Other salaried staff/public service Foreman, master craftsman	20 6
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	
	3
	3
Housewife/man	3 7 20
Housewife/man Old-age pensioner	6 7 3 3 7 20 6
Other position Housewife/man Old-age pensioner Student Other not gainfully employed	6
Housewife/man Old-age pensioner Student Other not gainfully employed	3
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	% 3
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	% 38 38 35
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	% 38 38 35 31
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	% 38 38 35 31 26
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events	% 38 38 35 31
Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007 2006	% 38 35 31 26 29

Additional data private visitors

Sex Male Female	% 41 59
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 7 9 22 26 26 7
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 9 11 12 14 12 8 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 48 15 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 56 13 31
Follow-up business Intend to buy at later date yes no maybe	% 25 23 52
Conducted by: Coleans Massa Marktforechur	200

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

inhorgenta europe (2009) ---- München

Basic data trade visitors

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

Additional data trade visitors	
Economic sector Specialist retail trade with watches, jewellery, jewels, precious metals Other retail Department store Wholesale/foreign trade in watches, jewellery, jewels, precious metals Other wholesale trade Commercial agent Mail order business, TV/Internet-shopping Gold/silversmith without retail outlet Watchmaker without retail outlet Producer Sypplying company belonging to the sector Polytechnics Designer Gallery Other Student	% 43 5 1 5 1 16 1 5 1 2 5 5 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 54 19 13 8 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Product development/design Other area Sales Student	% 45 3 6 25 5 27 9 9 4 7 16 6 6 17 8 34 5
Size of company/organization: Number of employees: 1- 4 60 200- 499 5- 9 13 500- 999 10- 49 10 1 000- 9 999 50- 99 3 10 000 and more 100-199 2 Student	% 3 2 1 1 5
Length of stay 1. Length of stay (days): one 51 three 9 two 35 four 5	%

2. Average length of stay

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

Conducted by: TNS Infratest, München

1,7 days

BioFach + Vivaness ---- Nürnberg

Basic data trade visitors

Total number of visitors	43 669
Proportion of trade visitors	94%
Region of residence	%
up to 50 km more than 50 km up to 100 km	12 7
more than 50 km up to 100 km more than 100 km up to 300 km	31
over 300 km	50
Total Germany	66
Baden- North Rhine- Württemberg 17 Westphalia	6
Bavaria 50 Rhineland- Berlin 2 Palatinate	3
Brandenburg 1 Saarland	-
Bremen - Saxony Hamburg 2 Saxony-Anhalt	3
Hesse 8 Schleswig-	•
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 4	
Total Foreign	34
of which EU	69
Rest of Europe Africa	14
North America	3 3 5 5 3
South and Central America South-, East-, Central Asia	5
other countries	3
The five countries with the highest	
visitor shares	%
France Austria	11 10
Switzerland	8
Italy Netherlands	7 5
- Hetherianus	
Position in the company/organization Entrepreneur, partner, self-employed	% 38
Managing director, board member, head of an authority etc.	10
Senior department head, other employed	
with managerial responsibility	3
Department head, group head Other salaried staff/public service	11 17
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	3
Other position	17 3 3 3 2 9
Student	9
Other not gainfully employed	'
Frequency of visits to trade fair 2009	% 41
2008	34
2007 Earlier events	29 25
First visit	37

Additional data trade visitors

Economic sector Manufacturers Wholesale, import, export Retail trade Agriculture Skilled trades Service Other sectors Student Other not gainfully employed	% 32 16 14 6 1 11 11 9
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 38 27 16 9
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 40 8 7 9 5 22 5 2 19 6 3 8 9 1
Size of company/organization: Number of employees: 1- 4 31 500- 999 1- 99 12 1000- 999 10- 49 21 10 000 and more 10- 99 7 Student 100-199 6 other not gainfully 200-499 5 employed	% 4 3 1 9
Length of stay 1. Length of stay (days): one	% ays %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





Brau Beviale ---> Nürnberg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	32 617
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	7 10
more than 50 km up to 100 km more than 100 km up to 300 km	35
over 300 km	48
Total Germany	68
Baden- North Rhine- Württemberg 16 Westphalia	7
Württemberg 16 Westphalia Bavaria 47 Rhineland-	,
Berlin 2 Palatinate	5
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 2 Saxony-Anhalt	2
Hesse 8 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 4	3
Total Foreign	32
of which EU Rest of Europe	64 16
North America	6
North America South and Central America	4
other countries	10
The five countries with the highest visitor shares Italy Austria Netherlands Switzerland	% 8 8 7 6
Great Britain	6
Position in the company/organization	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	8
Senior denartment head, other employe	٥
with managerial responsibility	7
Senior department head, other employed with managerial responsibility Department head, group head	18
Other salaried staff/public service Foreman, master craftsman	- 11
Skilled worker	6 7 2 4 3 7
Lecturer, teacher, scientific assistant	2
Trainee Other position	4
Other position Student	7
Other not gainfully employed	1
Frequency of visits to trade fair	% 44
2007	33
2006	30
2004 Earlier events	25 26
First visit	37

Additional data trade visitors

Economic sector Industry Trade Service Hop and cereals business Other sectors Student Other not gainfully employed	% 56 13 14 3 6 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 35 32 15 11 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 33 13 10 24 11 15 5 7 8 5 7 1
Size of company/organization: Number of employees: 1 - 4 - 18 - 500 - 999 1 - 4 - 18 - 500 - 999 9 - 1 000 - 9999 10 - 49 - 22 - 10 000 and more 50 - 99 - 10 - Student 100-199 - 7 - other not gainfully 200-499 - 9 - employed	% 4 8 6 7
Length of stay 1. Length of stay (days): one 66 two 23 three 2. Average length of stay 1,4 3. Share of visitors on the event's days: 1st day 47 2nd day 54 3rd day	% 11 days % 44

Chillventa --- Nürnberg

Basic data trade visitors

	29 312
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	5
more than 50 km up to 100 km more than 100 km up to 300 km	30
over 300 km	60
Total Germany	61
Baden- North Rhine- Württemberg 23 Westphalia	12
Bavaria 31 Rhineland- Berlin 2 Palatinate	2
Berlin 2 Palatinate Brandenburg 1 Saarland	3
Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig-	7
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	3
Total Foreign	40
of which EU	71
Rest of Europe Middle East	12
other countries	12
The five countries with the highest	
visitor shares Austria	% 11
Italy	' 7
Great Britain	5
Czech Republic Netherlands	7 5 5
recticitatios	
	20 20
Position in the company/organization Entrepreneur, partner, self-employed	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Managing director, board member, head of an authority etc. Senior department head, other employe	12 e
Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	12 e 7
Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	12 e
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	12 e 7 20 16 10
Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	12 e 7 20 16
Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stafffyublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	12 e 7 20 16
Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	12 e 7 20 16
Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stafffyublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	12 e 7 20 16 10
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	e 720 16 16 10 5

Additional data trade visitors

Economic sector	%
Refrigeration/air-conditioning specialist company	64
Specialist sanitary, heating, air-conditioning Electrical specialist firms	4
Specialist trade	3
Plant construction Plant operator	6
Architect	1
Specialist planner (Technical building equipment)	5
Other sectors Student	11
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	01
procurement decisions Decisively	% 33
Collectively In an advisory capacity	34 18
No	13
Student Other not gainfully employed	2 1
Area of responsibility	%
Management Research/development/design	31 19
Planning/work preparation	21
Manufacture/production Production, quality control	13 5
Buying/procurement Finance/accounting, controlling	16 4
Information, communication technology (EDF Administration/organization/personnel/	9) 3
social welfare/training	3
Marketing/sales/advertising/PR Storage/material management/logistics/	14
transport Maintenance/repairs	4 24
Other area	4
Student Other not gainfully employed	2
	_
Size of company/organization: Number of employees:	%
1- 4 16 500- 999 5- 9 13 1 000- 9 999	5 8
10- 49 27 10 000 and more	6
50- 99 8 Student 100-199 7 other not gainfully	2
200-499 10 employed	1
Length of stay	%
1.Length of stay (days): one 66 two 23 three	11
2. Average length of stay 1,4 o	days
3. Share of visitors on the event's days: 1st day 45 2nd day 55 3rd day	% 45
13t day 43 Zila day 33 3ld day	73

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

e_procure & supply

Total number of visitors	2 554
Proportion of trade visitors	100%
Region of residence up to 50 km	9/
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	4:
Total Germany	92
Baden- North Rhine- Württemberg 14 Westphalia Bavaria 54 Rhineland-	!
Berlin 5 Palatinate	
Brandenburg 2 Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 6	
Total Foreign of which EU other countries	5
of which EÜ other countries	5 4
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed	5 4 9
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	5
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9,
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9,
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9° 2′ 3′ 3′
of which Other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	9, 22, 31
of which Other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9, 21
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009 2008 2007	9, 21, 31, 9, 21, 21,
of which Other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009 2008	99 22 33

---- Nürnberg

Additional data trade visitors	
Economic sector Industry Trade Import/export Service Public administration Teaching, research Other Student	% 41 8 1 25 2 1 14 9
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 20 42 23 6 9
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/	% 13 2 3 1 54 3 2)17
cocial wolfare/training	_

Size	Λf	con	nnan	v/ore	ganiza	ation

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

social welfare/training

transport Maintenance/repairs Other area Student

Number of	employe	es:	%
1- 4	'5 [*]	200 - 499	18
5- 9	3	500 - 999	11
10- 49	16	1 000 - 9 999	18
50- 99	3	10 000 and more	11
100-199	6	Student	9

Length	of s	stay	
1. Length	ı of	stay	(day

GmbH, Dortmund

i. Lengui		(uays).	
one	91	two	

2. Average length of stay 1,1 days

3. Share of visitors on the event's days: 1st day 69 2nd day 41 Conducted by: Gelszus Messe-Marktforschung

embedded world ---- Nürnberg

Basic data trade visitors

Total number of visito	ors	18 350
Proportion of trade vi	sitors	98%
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km	100 km o 300 km	% 14 7 39 40
Bavaria 49		74 7 4 - 1 3
Total Foreign of which EU Rest of Europother countri		26 72 21 7

The five countries with the highest visitor shares	9
Austria	1
Switzerland	1
Czech Republic	1

Great Britain

Position in the company/organization	%
Entrepreneur, partner, self-employed	13
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employee	
with managerial responsibility	3
Department head, group head	17
Other salaried staff/public service	30
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	2
Student	14
Other not gainfully employed	1
	_

Frequency of visits to trade fair	%
2009	33
2008	32
2007	25
2006	17
Earlier events	14
First visit	41

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Wholesale trade Retail trade Service Public administration Teaching, research Other sectors Student Other not gainfully employed	% 54 1 12 1 10 3 14
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 22 31 22 10 14
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 11 58 4 5 2 6 1 7 2 10 1 4 4 4 14 1
Size of company/organization: Number of employees: 1- 4 10 500-999 5- 9 5 1 000-9999 10-49 16 10 000 and more 50-99 7 Student 100-199 8 other not gainfully 200-499 10 employed	% 7 12 11 14
Length of stay 1. Length of stay (days): one 77 two 17 three 2. Average length of stay 1,3 d 3. Share of visitors on the event's days: 1st day 42 2nd day 49 3rd day	% 7 ays % 39
Conducted by Galezus Massa-Marktforschun	n

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROGUSS ---> Nürnberg

Basic data trade visitors

Total number of visitors	7 14
Proportion of trade visitors	99%
Region of residence	9
up to 50 km more than 50 km up to 100 km	1
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	4
Total Germany	7
Baden- North Rhine- Württemberg 27 Westphalia Bavaria 37 Rhineland-	1
Berlin 1 Palatinate	
Brandenburg 1 Saarland Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 5 Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 3	
Total Foreign of which EU other countries	2 7 2
The country with the highest visitor	
share	9
Italy	1
Position in the company/organization Entrepreneur, partner, self-employed	9 1
Managing director, board member,	1
head of an authority etc. Senior department head, other employee	- 1
with managerial responsibility Department head, group head	2
Other salaried staff/public service	2
Foreman, master craftsman Skilled worker	
Lecturer, teacher, scientific assistant	
Trainee Other position	
Student	
Other not gainfully employed	
Frequency of visits to trade fair	
2008 2006	9 4 2
2006 2006 2004 2002	4

Earlier events First visit

Additional data trade visit

Wholesale trade Mail order Import/export Service	Economic sector		9
Mail order Import/export Service 1 Teaching, research Other sectors Student Other not gainfully employed Influence on purchasing/ procurement decisions 2 Collectively 3 In an advisory capacity 2 Collectively 3 In an advisory capacity 2 Collectively 3 In an advisory capacity 2 Student Other not gainfully employed Area of responsibility 3 Management 2 Research/development/design 2 Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR 1 Student Other not gainfully employed Size of company/organization: Number of employees: 2 1			8
Import/export Service Service Service Teaching, research Other sectors Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Suying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 5 200 499 1 5-9 3 500 999 1 10-49 16 10 000 and more 1 50-99 11 Student 100-199 10 other not gainfully employed Length of stay 1. 2 day 3. Share of visitors on the event's days:			
Teaching, research Other sectors Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production 1			
Other sectors Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 5 200 499 1 5-9 3 500 999 1 10-49 16 10 000 and more 1 50-99 11 Student 100-199 10 other not gainfully employed Length of stay 1. 2 day 3. Share of visitors on the event's days:			1
Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively 2 Collectively 3 In an advisory capacity 2 No 1 Student Other not gainfully employed Area of responsibility 2 Management 2 Research/development/design 2 Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 1- 4 5 2 200 - 499 1 15- 9 3 500 - 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. 2 day 3. Share of visitors on the event's days: 3			
Influence on purchasing/ procurement decisions Decisively Collectively No Student Other not gainfully employed Area of responsibility Amanagement Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 5 200 499 1 5-9 3 500 999 1 10-49 16 10 000 and more 1 5-9 9 3 500 999 1 10-49 16 10 000 and more 1 50-99 11 Student 100-199 10 other not gainfully employed Length of stay 1. 2 day 3. Share of visitors on the event's days:			
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Stransport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-45200-499 15-933500-999 110-491610000 and more 150-99 120-4910000 and more 150-99 130-49100000 and more 150-99 130-4910000 and more 150-99 130-49100000 and more 150-99 130-49100000000000000000000000000000000000	Other not gainfully employed		
Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 5 200 499 1 5-9 3 500 999 1 10-49 16 10 000 and more 1 50-99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 3. Share of visitors on the event's days:	Influence on purchasing/		0
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 15 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1			2
No Student Other not gainfully employed Area of responsibility Management 2 Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 1			3
Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1.Length of stay 1.Length of stay 1.Length of stay 2. Average length of stay 3. Share of visitors on the event's days:			2
Other not gainfully employed Area of responsibility Management 2 Research/development/design 2 Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 2 1- 4 5 200 499 1 5- 9 3 500 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1.Length of stay 1.Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days: 3			- 1
Management Research/development/design Research/development/design Production Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1.Length of stay 1.Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:			
Research/development/design 2 Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 9 10-49 16 10 000 and more 1 50-99 11 Student 100-199 10 other not gainfully employed Length of stay 1.Length of stay 1.Length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1. Average length of stay 1,2 day 3. Share of	Area of responsibility		9
Planning/work preparation Manufacture/production 1 Production, quality control Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/materitaming Marketing/sales/advertising/PR 1 Storage/materitaming/pressone/ Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 9 1			2
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1.Length of stay 1.Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:			
Buying/procurement 1 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 0 1 - 4 5 200 - 499 1 5 - 9 3 500 - 999 1 10 - 49 16 10 000 and more 1 50 - 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1,2 day 3. Share of visitors on the event's days: 0 2. Start of the			1
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 9 1 2 200 499 1 1 5 9 3 500 999 1 10 49 16 10 000 and more 1 50 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days: 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			1
Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1			- '
social welfare/training Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	Information, communication techno		
Marketing/sales/advertising/PR 1 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 200 - 499 1 5 - 9 3 500 - 999 1 10 - 49 16 10 000 and more 1 50 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 3. Share of visitors on the event's days:		nel/	
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4			1
Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Storage/material management/logis	stics/	
Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:			
Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:			
Size of company/organization: Number of employees: 1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:			
Number of employees: 1 - 4 5 200 - 499 1 5 9 3 500 - 999 1 10 - 49 16 10 000 and more 1 50 99 11 Student 100 - 199 10 other not gainfully employed Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 3. Share of visitors on the event's days:	Other not gainfully employed		
1- 4 5 200- 499 1 5- 9 3 500- 999 1 10- 49 16 10 000 and more 1 50- 99 11 Student 1 100-199 10 other not gainfully employed Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1, 2 day 3. Share of visitors on the event's days:	Cina of company/organizations		9
10- 49 16 10 000 and more 1 50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:		199	1
50- 99 11 Student 100-199 10 other not gainfully employed Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Number of employees:		
Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Number of employees: 1- 4 5 200- 5- 9 3 500-	999	
employed Length of stay 1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Number of employees: 1- 4 5 200- 5- 9 3 500- 10- 49 16 10 000 and	999 more	1
1. Length of stay (days): one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Number of employees: 1	999 more tudent	1
one 81 two 15 three 2. Average length of stay 1,2 day 3. Share of visitors on the event's days:	Number of employees: 1- 4 5 200- 5- 9 3 500- 10- 49 16 10 000 and 50- 99 11 Si 100-199 10 other not ga	999 more tudent infully	
3. Share of visitors on the event's days:	Number of employees: 1- 4 5 200 - 5- 9 3 500 - 10- 49 16 10 000 and 50- 99 11 S' 100-199 10 other not ga empl	999 more tudent infully	1
	Number of employees: 1 - 4	999 more tudent infully oloyed	1
	Number of employees: 1- 4 5 200 - 5- 9 3 500 - 10- 49 16 10 000 and 50- 99 11 Si 100-199 10 other not ga employees Length of stay 1. Length of stay (days): one 81 two 15	999 more tudent infully oloyed three	9

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FachPack + PrintPack + LogIntern ---- Nürnberg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	35 360
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 9 9 38 44
Total Germany Baden- Württemberg 19 Westphalia Bavaria 39 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	82 11 4 - 3 2 1 4
Total Foreign of which EU Rest of Europe other countries The five countries with the highest visitor shares Austria Switzerland Czech Republic Netherlands Italy	18 72 24 4 % 24 19 12 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12
Frequency of visits to trade fair 2009 2007 2006 2004 Earlier events	% 36 30 19 13

Additional data trade visitors	
Economic sector Industry Skilled trades Retail trade Wholesale trade Mail order Advertising business Other service Organisation/association/society Public authority/administration Other sectors Student Other not gainfully employed	% 66 2 1 9 3 1 8 1 1 3 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 38 21 10 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 21 16 9 17 4 16 2) 2 2 19
Size of company/organization: Number of employees: 1 4 7 500 - 999 999 5 99 9 1000 - 9999 999 10 - 49 15 10 000 and more 50 - 99 9 Student 100 - 199 14 other not gainfully 200 - 499 18 employed	% 8 12 8 5
Length of stay 1. Length of stay (days): one 83 two 15 three 2. Average length of stay 1,2 da 3. Share of visitors on the event's days: 1st day 36 2nd day 46 3rd day	% 3 ays % 38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fensterbau/frontale ---> Nürnberg

Basic data trade visitors	
Total number of visitors	*)
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 7 8 40 44
Total Germany Baden- Württemberg 20 Westphalia Bawaria 43 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	76 8 7 1 1 5
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia other countries	24 59 21 4 4 12
The five countries with the highest visitor shares Austria Czech Republic ltaly Poland Switzerland	% 8 8 8 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 32 7 3 12 13 6 8 1 10 2 4 1
Frequency of visits to trade fair 2008 2006 2004 2002 Earlier events First visit	% 42 31 23 20 14 34

^{*)} individual number of visitors not available, combined with HOLZ-HANDWERK (103 074 visitors in total)

Additional data trade visitors

Economic sector Industry Skilled trades Retail trade/building materials trade Wholesale/foreign trade	% 23 49 3 7
Architect Interior designer Other service Authority/public services Teaching (polytechnic/university/college) Research	4 1 3 1 1
Other sectors Student Other not gainfully employed	2 4 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 34 27 20 15 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not qainfully employed	% 32 9 19 29 8 18 6 6 7 14 5 7 6 4
Size of company/organization: Number of employees: 1 - 4 26 500 999 5 - 9 13 1 000 999 10 000 and more 50 9 9 5 Student 50 49 24 10 000 and more 100-199 7 other not gainfully 200-499 6 employed	% 3 4 2 4
Length of stay 1. Length of stay (days): one 79 three 4 two 21 four 2	%
2. Average length of stay 1,4 c 3. Share of visitors on the event's days: 1st day 32 3rd day 38 2nd day 40 4th day 24	days %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GaLaBau

Basic data trade visitors

Proportion of trade visitors Region of residence up to 50 km	
	96%
up to 50 km	%
more than 50 km up to 100 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	41
over 300 km	41
Total Germany Baden- North Rhine-	88
Baden- North Rhine- Württemberg 21 Westphalia	15
Bavaria 35 Rhineland-	_
Berlin 1 Palatinate Brandenburg 1 Saarland	5
Bremen - Saxony	4
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	1
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 5	3
Total Foreign	12
of which EŪ	79 14
Rest of Europe other countries	14
Austria Italy Czech Republic Switzerland	19 12 9
Position in the company/organization	% 36
Entrepreneur, partner, self-employed	
Managing director, board member, head of an authority etc.	5
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff(public service)	10
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	10
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	3 10 9 8
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	10 9 8 13 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	10 9 8 13 10 10
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	10 9 8 13 10
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	100
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	10 5 8 13 1 10 1 1 2 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2006 2004	3 10 8 13 1 10 12 2 2 47 33 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2008	10 8 8 13 1 10 10 1 2 2 47 33

First visit

----- Nürnberg

Additional data trade visitors

	_
Economic sector	%
Companies in the garden, landscape and	
sports grounds construction	43
Other construction companies	5
Garden and landscape architects, other architects	s 10
Public authority (Federal/regional)	3
Public authority (rederantegionar) Public authority (cities and districts) in the parks ar	
	IU _
gardens, sport, cementry and roads department	9
Construction and housing	- 2
Road construction, construction	5
Operators of playgrounds, leisure parks, sports centre	es 1
Planners of playgrounds, leisure parks, sports centre	
Golf course managers, Golf course architect	· •
Greenkeeper	1
Association and organizations in design of	
parks and open spaces	- 1
Industry	4
School, university	2
Other sectors	2 8
Student	4
Other not gainfully employed	2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	%
Decisively	38
Collectively	26
In an advisory capacity	18
No	13
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	40
Research/development/design	4
Planning/work preparation	26
Manufacture/production	22
Production, quality control	5
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (E	DP) 3
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	8
Storage/material management/logistics/trans	port 6
Maintenance/repairs	11
Other area	10
Student	4
Other not gainfully employed	2
=	

Size of cor	mpany/	organization: ees:	
Number of	employ	ees:	%
1- 4	29	500 - 999	2
5- 9	18	1 000 - 9 999	2 2 2
10- 49	30	10 000 and more	2
50- 99	5	student	4
100-199	5	other not gainfully	
200-499	4	employed	2
		. ,	

Length o	of stav				9
1. Length	of stav	(days):			
one	75 Î	three	3		
two	20	four	2		
2. Averag	e length	n of stay		1,3	day
		rs on the e		days:	9
1st day	/ 29	3rd day	38	•	
2nd da	y 37	3rd day 4th day	27		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOLZ-HANDWERK — Nürnberg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	*)
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	12
more than 100 km up to 300 km	49
over 300 km	30
Total Germany	90
Baden- North Rhine-	
Württemberg 22 Westphalia	5
Bavaria 46 Rhineland-	_
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1 6
Bremen - Saxony Hamburg - Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	_
West Pommerania 1 Thuringia	4
Lower Saxony 2	
Total Foreign	10
of which EU	73
Rest of Europe	16
Other	11
The countries with the highest	
visitor shares	%
Austria	16
Italy	14
Position in the company/organisation	%
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	7
Other salaried staff/public service Foreman, master craftsman	7 10
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	1
Student	5
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	44
2006	35
2004	26
2003	18
Earlier events	20
First visit	32

*) individual number of visitors not avaliable,	
combined with fensterbau/frontale	
(103 974 visitors)	

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Skilled trades Retail trade/building materials trade Wholesale/foreign trade Architect Interior design Other services Authority/public services Teaching (polytechnic/university/college) Research Other Student Other not gainfully employed	% 12 63 1 4 2 1 4 2 2 1 2 5 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 32 23 18 19 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 30 9 20 43 12 17 7 7 P) 4 6 9 7 8 8 8 5 2
Size of company/organisation: Number of employees: 1 - 4 32 500 - 999 5 - 9 17 1 000 - 9 999 10 - 49 23 10 000 and more 50 - 99 5 Student 5 tudent 100-199 5 Other not gainfully 200-499 3 employed	% 3 3 2 5
Length of stay 1. Length of stay (days): one 83 three 1 two 15 four 2 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 32 3rd day 32 2nd day 30 4th day 27	% days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/INTHERM ---- Nürnberg

Basic data trade visitors

Total number of visitors	47 178
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 17 19 56 8
Total Germany Baden- Württemberg 23 Westphalia Bavaria 65 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	98 1 1 - 1 4
Total Foreign of which EU other countries	2 68 32
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 31 4 31 38 10 111 155 1 13 13
Frequency of visits to trade fair 2008 2006 2004 2002 Earlier events First visit	% 46 36 26 21 18 32

Economic sector	9
Skilled trades Industry	6
Wholesale/foreign trade	
Engineering, planning office, architects	
Energy consulting	
Facility management	
Service Polytechnic, college	
Other sectors	
Student Other not gainfully employed	
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	3
Collectively	3
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility Management	2
Research/development/design	
Planning/work preparation	2
Manufacture/production Production, quality control	
Buying/procurement	1
Finance/accounting, controlling Information, communication technology (El	DP)
Administration/organization/personnel/	.,
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	
Maintenance/repairs Field-assembly work, after-sales service	1
Other area	
Student Other not gainfully employed	
Size of company/organization: Number of employees:	
1- 4 36 500- 999	•
5- 9 15 1 000 - 9 999 10- 49 24 10 000 and more	
50- 99 5 Student	
100-199 5 other not gainfully 200-499 4 employed	
200-499 4 employed	
Length of stay	(
1. Length of stay (days):	
one 90 three 1	

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3. Share of visitors on the event's days: %
1st day 32 3rd day 30
2nd day 32 4th day 18

2. Average length of stay

1,1 days

Interzoo ---- Nürnberg

Basic data trade visitors

Basic data trade visitors			
Total number of visitors	38 324		
Proportion of trade visitors	96%		
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 5 3 20 72		
Total Germany Baden- Württemberg 14 Westphalia Bavaria 40 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	41 11 7 -4 1 2 2		
Total Foreign of which EU Rest of Europe Africa North America South and Central America South-, East-, Central Asia other countries	59 60 15 4 4 5 10 3		
The five countries with the highest visitor shares Italy Great Britain France Czech Republic Austria	% 7 6 6 5 4		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	49 17 e 4 11 9 5 1 1 1 2 2		
Frequency of visits to trade fair 2008 2006 2004 2002 Earlier events First visit	% 44 34 24 17 15 38		

Additional data trade visitors

Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Service	% 11 40 31 7
Authority/public services Teaching (polytechnic/university/college) Research Other Student	1 1 1 3 2
Influence on purchasing/ procurement decisions Decisively	% 55
Collectively In an advisory capacity No Student	25 14 4 2
Area of responsibility Management Research/development/design	% 51
Planning/work preparation	8
Manufacture/production Production, quality control	7
Buying/procurement Finance/accounting, controlling Information, communication technology (i Administration/organization/personnel/	33 8 EDP) 4
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	24 24
transport Maintenance/repairs Other area Student	9 4 8 2
Size of company/organization:	%
Size of company/organization: Number of employees:	3
Number of employees: 1- 4 42 200- 499	
Number of employees: 1- 4 42 200- 499 5- 9 16 500- 999 10- 49 21 1 000- 9 999	2
Number of employees: 1- 4 42 200- 499 5- 9 16 500- 999	2 2 2
Number of employees: 1 - 4	2 2 2 2
Number of employees: 1- 4 42 200- 499 5- 9 16 500- 999 10- 49 21 1 000- 9 999 50- 99 6 10 000 and more 100-199 4 Student Length of stay 1. Length of stay (days): one 41 three 17 two 26 four 15	2
Number of employees: 1- 4 42 200- 499 5- 9 16 500- 999 10- 49 21 1 000- 9 999 50- 99 6 10 000 and more 100-199 4 Student Length of stay 1. Length of stay (days): one 41 three 17 two 26 four 15	2

mailingtage ---- Nürnberg

Basic data trade visitors

Total number of visitors Proportion of trade visitors		
Total Germany	92	
Baden- North Rhine- Württemberg 17 Westphalia Bavaria 46 Rhineland-	10	
Berlin 2 Palatinate Brandenburg 1 Saarland	3	
Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	1	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 5	2	
Total Foreign of which EU Rest of Europe other countries	82 18	
Position in the company/organization Entrepreneur, partner, self-employed	% 20	
Managing director, board member, head of an authority etc. Senior department head, other employee	8	
with managerial responsibility Department head, group head	26 26	
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	30 3 1	
Trainee	3 1 3	
Other position Student Other not gainfully employed	3	
Frequency of visits to trade fair	% 35	
2008 2007	31 26	
2006 Earlier events	18 11	
First visit	44	

Additional data trade visitors

Economic sector Industry Trade Media, press, publishing Service Public administration Other Student Other not gainfully employed	% 14 13 21 39 1 8 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 31 38 20 7 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/Sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 266 3 5 7 2 10 2 P) 6 3 61 1 - 4 3 3
Size of company/organization: Number of employees: 1 - 4 13 500 - 999 5 - 9 8 1 000 - 9 999 10 - 49 21 10 000 and more 50 - 99 9 Student 100-199 11 other not gainfully 200-499 11 employed	% 7 11 6 3
Length of stay 1. Length of stay (days): one 77 two 23 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 62 2nd day 61	% days %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

POWTECH

Basic data trade visitors

Book and the of the description	4000	
Proportion of trade visitors	100%	
Region of residence	%	
up to 50 km		
more than 50 km up to 100 km	32	
more than 100 km up to 300 km over 300 km		
Total Germany Baden- North Rhine-	69	
Württemberg 14 Westphalia	15	
Bavaria 30 Rhineland-	1.	
Berlin - Palatinate	4	
Brandenburg 1 Saarland		
Bremen - Saxony	4	
Hamburg 2 Saxony-Anhalt		
Hesse 12 Schleswig-		
Mecklenburg- Holstein West Pommerania 1 Thuringia		
Lower Saxony 7		
Total Foreign	3.	
of which EU Rest of Europe	72 1	
other countries	1.0	
The four countries with the highest visitor shares	9/	
The four countries with the highest visitor shares	9/ 20 12	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed	9% 20 12 8 5	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9/ 20 12 8 9/ 10	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/ 20 12 13 14 10	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	9% 20 12 13 14 10 10	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	9, 20 11: 11: 11: 11: 11: 11: 11: 11: 11: 11	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	9, 20 11. 11. 10. 10.	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	9, 20 11. 11. 10. 10.	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	9% 20 112 8 11 10 e	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	9% 20 112 8 11 10 e	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 20 112 8 11 10 e	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	9% 20 112 8 11 10 e	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staffypublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	90 20 11 11 11 11 11 11 11 11 11 11 11 11 11	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	9% 20 11: 11: 10: 10: 10: 10: 10: 10: 10: 10	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staffypublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 22 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008 2007	9 22 21 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008 2007 2005 2005 2006 2007 2000 2005 2000 2007 2000 2007 2000 2007 2007	9 9 22 21 11 11 11 11 11 11 11 11 11 11 11	
The four countries with the highest visitor shares Austria Switzerland Czech Republic Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2008 2007	9 22 21 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	

^{*)} individual number of visitors not available, combined with Technopharm (18 381 visitors)

---- Nürnberg

Additional data trade visitors

Economic sector Industry Skilled trades Wholesale/foreign trade Engineer's and planning office Service companies	% 68 2 1 6
Teaching (pólytechnic/university/college)	3
Research	6
Other	3
Student	7

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity	9 2 4 2
No Student	

Area of responsibility	%
Management	18
Research/development/design	35
Planning/work preparation	12
Manufacture/production	22
Production, quality control	-5
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology Administration/organization/personnel/	(EDP) 1
social welfare/training	1
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	13
	2
transport Maintenance/repairs	0
Other area	9
Student	7
Student	/

Size o	f cor	npany/or	ganization:		
Numbe	er of	employee	es:		
1-	4	7	200 -	499	
5-	9	5	500 -	999	

	999	500-	5	5- 9
1	9 999	1 000-	17	10- 49
	ind more	10 000 a	10	50- 99
	Student		10	100-199

1. Length of	stay of stay	(days):			%
	73	two	21	three	6
2. Average	lengtl	n of stay		1,3	days
3. Share of 1st day	visito 55	rs on the 2nd day	event's / 53	days: 3rd day	% 26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SENSOR+TEST ---- Nürnberg

Basic data trade visitors

Total number of visitors	7 374
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	44
over 300 km	41
Total Germany	81
Baden- North Rhine- Württemberg 24 Westphalia	8
Bavaria 40 Rhineland-	
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	4
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 2	5
Total Foreign	19
of which EU	57
Rest of Europe	26
South-, East-, Central Asia other countries	13 4
The two countries with the highest	0/
visitor shares	% 20
Switzorland	
	14
Austria	%
Austria Position in the company/organization Entrepreneur, partner, self-employed	
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	%
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 10
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 10 6
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 10 6 3 24
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 10 6
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 10 6 3 24 29 7
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 10 6 3 24 29 7 8
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 10 6 3 24 29 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	9% 10 6 3 24 29 7 8 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009	% 10 6 3 24 29 7 8 1 1 1 1 2 2 7
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009 2008	% % % % % % % % % % % % % % % % % % %
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009 2008 2007	% 10 6 3 24 29 7 8 1 1 1 1 2 9 7 8 1 1 1 2 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2009 2008	% % % % % % % % % % % % % % % % % % %

Additional data trade visitors

Economic sector Industry Wholesale/foreign trade Retail trade Import/export Service Public administration Teaching, research Other Student	% 61 1 2 10 1 10 2 11
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 23 39 21 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 15 53 7 7 6 - - 2 16 1 5 11
Size of company/organization: Number of employees: 1- 4 9 200- 499 5- 9 5 500- 999 10- 49 16 1 000- 9 999 50- 99 7 10 000 and more 100-199 7 Student	% 7 9 17 14
Length of stay 1. Length of stay (days): one 82 two 16 three 2. Average length of stay 1,2 of 3. Share of visitors on the event's days: 1st day 41 2nd day 49 3rd day	% 2 days % 30

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TechnoPharm --- Nürnberg

Basic data trade visitors

Total number of visitors	*)
Proportion of trade visitors	99%
Region of residence	%
up to 50 km more than 50 km up to 100 km	7 5
more than 100 km up to 300 km	38
over 300 km	50
Total Germany	75
Baden- North Rhine- Württemberg 30 Westphalia	9
Bavaria 26 Rhineland-	,
Berlin 2 Palatinate	6
Brandenburg - Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt	5
Hesse 13 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
Lower Saxony 3	-
Total Foreign	25
of which EU	58
Rest of Europe Other	30 13
The country with the highest visitor shares	%
Switzerland	23
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	9
head of an authority etc.	5
Senior department head, other employee	
with managerial responsibility	6 24
Department head, group head Other salaried staff/public service	26
Foreman, master craftsman	2
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	1
Other position	3
Student	14
Frequency of visits to trade fair	%
2008 2007	27 27
2007	11
2004	8
Earlier events First visit	7 64
LII2f AI2If	04

^{*)} individual number of visitors not avaliable, combined with POWTECH (18 381 visitors)

Additional data trade visitors

Economic sector Industry	6
Skilled trades Wholesale/foreign trade	
Engineer's and planning office Service companies	
Authority/public services Teaching (polytechnic/university/college)	
Research Other	
Student	1
Influence on purchasing/	0
procurement decisions Decisively	2
Collectively In an advisory capacity/organisation	3 2
No Student	1
Area of responsibility Management	1
Research/development/design Planning/work preparation	2 1
Manufacture/production	1
Production, quality control Buying/procurement	
Finance/accounting, controlling Information, communication technology (ED	P)
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	1
transport Maintenance/repairs	
Other area	1
Student	- 1
Size of company/organisation:	c
Number of employees: 1- 4 4 200- 499	1
Number of employees: 1- 4 4 200- 499 5- 9 3 500- 999 10- 49 15 1 000- 9 999	1
Number of employees: 1- 4 4 200- 499 5- 9 3 500- 999	1
Number of employees: 1 - 4	1 1 1
Number of employees: 1- 4 4 200- 499 5- 9 3 500- 999 10- 49 15 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student	1 1 1 1
Number of employees: 1 - 4	1 1 1

Spielwarenmesse ---- Nürnberg

Basic data trade visitors

Total number of visitors	76 220
Proportion of trade visitors	82%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 13 6 24 57
Total Germany Baden- Württemberg 18 Westphalia Bavaria 51 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	55 7 3 - 4 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	45 67 11 3 4 5 6 1
The five countries with the highest visitor shares Netherlands France Italy Czech Republic Austria	% 8 7 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	10
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 42 38 30 26 22 36

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 18 6 25 51
Total Germany Baden- Württemberg 15 Westphalia Bavaria 58 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saaraland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	61 6 2 4 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	39 67 11 3 3 5 6 1
The five countries with the highest visitor shares Italy Netherlands France Austria Czech Republic	% 8 7 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 40 9 3 12 13 6 2 2 4 1 1 2 4 2
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events	% 40 36 29 25 21

Additional data trade visitors

Economic sector Wholesale/foreign trade Retail trade/specialist trade Department stores, mail order Skilled trades Services, professions, institutions Media (radio, television, publishers) Industry Authority/public services Chain stores, specialist stores Discounter Other Student Other not gainfully employed	% 21 37 4 3 10 3 8 2 1 1 5 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 49 26 13 8 3
Area of responsibility Management Research/development/design Planning/work preparation Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Sales Manufacture/production Production, quality control Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 44 8 8 33 5 2 5 30 30 6 2 6 4 5 3 2
Size of company/organization: Number of employees: 1- 4 42 5- 9 13 1 000- 999 10- 49 17 10 000 and more 50- 99 6 Student 100-199 3 other not gainfully 200-499 6 employed	% 2 4 2 3
Length of stay 1. Length of stay (days): one 50 three 14 five two 23 four 7 six 2. Average length of stay 2,0 c 3. Share of visitors on the event's days: 1st day 31 3rd day 40 5th day 2nd day 38 4th day 38 6th day Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	% 30 21

Basic data private visitors

Total number of visitors	69 712
Proportion of private visitors	93%
Region of residence	%
up to 50 km	87
more than 50 km up to 100 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	1
Total Germany	90
Baden- North Rhine-	
Württemberg 99 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	10
of which EU	97
Other	3
The country with the highest visitor share France	% 95
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 7 2
Senior department head, other employed	
with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	24
Skilled worker	13
Lecturer, teacher, scientific assistant Trainee	1
Other position	6
Student	8
Housewife/man	8
Old-age pensioner Other not gainfully employed	16 3
Frequency of visits to trade fair	%
2008	55
2007	54
2006	47
2005	41
Earlier events	48

Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 12 12 13 26 21 12 4
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 10 14 11 13 12 7 5
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 38 20 22 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 76 5 20
Follow-up business Intend to buy at later date yes no maybe	% 27 21 53
Conducted by: Gelszus Messe-Marktforschul	าต

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BADISCHE WEINMESSE ----> Offenburg

Basic data trade visitors

Total number of visitors	3 746
Proportion of trade visitors	27%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	15 19
more than 100 km up to 300 km over 300 km	3
Total Germany	99
Baden- North Rhine-	
Württemberg 91 Westphalia Bavaria 3 Rhineland-	_
Berlin - Palatinate	3
Brandenburg - Saarland	3 1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	-
Mecklenburg- Holstein	_
West Pommerania - Thuringia	-
Lower Saxony -	
model monoton	
Total Foreign	100
of which EU	
of which EU The country with the highest visitor	100
of which EŬ	
of which EU The country with the highest visitor share France Position in the company/organization	100 % 100
of which EU The country with the highest visitor share France Position in the company/organization	100 % 100
of which EU The country with the highest visitor share France Position in the company/organization	100 % 100 1 % 37
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	100 % 100 1 % 37
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility.	100 100 1 % 37 5ee 2
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	100 % 100 1 % 37 5ee
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	100 100 100 1 % 37 5ee
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	100 % 100 1 % 37 5 9 14 8
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	100 % 100 100 1 % 37 5 ee 2 9 14 8 8
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	100 100 100 1 9% 37 5 14 8 1 1 5 7
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	100 % 100 1 % 37 5 ee 2 9 144 57 76
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	100 % 100 1 % 37 5 ee 2 9 144 57 76
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	100 % 100 100 1 % 37 5 9 9 14 14 15 5 7
of which EU The country with the highest visitor share France Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	100 % 100 1 % 37 5 5 14 8 8 8 8 7 7 6 7
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	100 9% 100 100 100 100 100 100 100 100 100 10
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008 2007	100 9% 100 1 % 37 5 9 14 8 1 5 7 7 6 7 7 8 9 94 44 41
of which EU The country with the highest visitor share France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	100 % 100 100 37 5 94 14 8 15 7

Basic data private visitors

Proportion of private visitors	73 %
Region of residence up to 50 km	% 74 13
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9
Total Germany	98
Baden- North Rhine- Württemberg 93 Westphalia Bavaria 1 Rhineland-	2
Berlin - Palatinate Brandenburg - Saarland	2
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	_
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which EU Rest of Europe	71 29
The three countries with the highest	
visitor shares France	% 57
Switzerland Netherlands	29 14
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 8
head of an authority etc. Senior department head, other employee	2
with managerial responsibility	2
Department head, group head Other salaried staff/public service	11 33
Skilled worker Lecturer, teacher, scientific assistant	9 4
Trainee Other position	2 3 4
Housewife/man Old-age pensioner	4 15
Student Other not gainfully employed	7
Frequency of visits to trade fair	%
2009 2008	40 39
2007 2006	33 23
Earlier events First visit	16 34

Basic data all visitors

Dasic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 71 13 11 4
Total Germany Baden- Württemberg 93 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Saxony Mecklenburg- West Pommerania Lower Saxony - Thuringia	98 2 2 - - -
Total Foreign of which EU Rest of Europe	2 75 25
The three countries with the highest visitor shares France Switzerland Netherlands	% 63 25 13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 16 3 2 11 28 9 3 3 4 3 11 6 2
Frequency of visits to trade fair 2009 2008 2007 2006 Earlier events First visit	% 42 40 35 26 20 30

Additional data trade visitors

Economic sector Wine growing Distillery business Catering/hotels Specialist wine dealers Retail trade Marketing Other sectors Student Other not gainfully employed	% 26 10 14 6 8 2 18 6 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 25 24 11 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 30 1 10 13 4 15 3 7 P) 3 6 11 2 21 6 7
Size of company/organization: Number of employees: 1 4 37 500 - 999 999 5 - 9 16 1 000 - 9999 10 - 49 17 10 000 and more 50 - 99 6 5 tudent 100 - 199 3 other not gainfully 200 - 499 3 employed	% 1 4 3 6
Length of stay 1. Length of stay (days): one 95 two 5 2. Average length of stay 1,0 3. Share of visitors on the event's days:	% days N/A

Additional data private visitors

Sex Male Female	% 58 42
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 17 14 21 23 15 5
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 8 9 15 13 16 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 44 22 17 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 48 17 35
Follow-up business Intend to buy at later date yes no maybe	% 57 7 36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DLG-Feldtage ---- Springe-Mittelrode

Basic data trade visitors

Total number of visitors	21 627
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 16 11 36 37
Total Germany	93
Baden- North Rhine- Württemberg 6 Westphalia Bavaria 13 Rhineland-	12
Berlin - Palatinate Brandenburg 2 Saarland	3
Bremen - Saxony	7
Hamburg - Saxony-Anhalt Hesse 10 Schleswig-	7
Mecklenburg- Holstein West Pommerania 2 Thuringia Lower Saxony 36	3 4
Total Foreign of which EU Rest of Europe other countries	7 83 15 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 48
head of an authority etc.	8
Senior department head, other employed with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position Student	2
Other not gainfully employed	11 7 2 5 5 3 2
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 37 28 43 39

Additional data trade visitors

Economic sector Agricultural business, company Service supply agency Agricultural contractors, agricultural	% 64 2
Machinery Industry Consulting, other services	8 8 7
University/polytechnic Authority/public services Other sectors Student	8 7 3 2 3 3 2
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	%
Decisively	47
Collectively In an advisory capacity	20 12
No	8
Student Other not gainfully employed	3 10
Anna of mannamethilian	0/
Area of responsibility Management	% 17
Research/development/design Planning/work preparation	15 6
Manufacture/production	5 1
Production, quality control Buying/procurement	1
Finance/accounting, controlling	8 3 OP) 3
Information, communication technology (El Administration/organization/personnel/	OP) 3
social welfare/training	5 22
Marketing/sales/advertising/PR Storage/material management/logistics/	22
transport	3
Maintenance/repairs Other area	3 11
Student	8
Other not gainfully employed	6
Length of stay	%
1. Length of stay (days): one 83 two 15 three	1
2. Average length of stay 1,2	days
3. Share of visitors on the event's days:	N/A

AMB ---- Stuttgart

Basic data trade visitors

Total number of visitors	86 202
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km more than 100 km up to 300 km	22
more than 100 km up to 300 km	29
over 300 km	17
Total Germany	89
Baden- North Rhine-	_
Württemberg 72 Westphalia	3
Bavaria 14 Rhineland-	_
Berlin 1 Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 1	1
Lower Saxony 1	
Total Foreign	11
of which EU	54 23
Rest of Europe	16
South-, East-, Central Asia other countries	6
other countries	
The five countries with the highest	
The five countries with the highest visitor shares	%
	14
visitor shares	14
visitor shares Austria	14 13
visitor shares Austria Switzerland	14 13 9
visitor shares Austria Switzerland France	% 14 13 9 8
visitor shares Austria Switzerland France Italy Turkey	14 13 9 8
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed	14 13 9
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	14 13 9 8 5 9 7 10
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	14 13 9 8 5 9% 10
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	14 13 9 8 5 9% 10
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	144 133 98 5 98 100 44
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Denartment head group head	144 133 98 5 98 100 44 15
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	144 133 98 85 5 9% 100 44 151
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	144 133 98 55 9% 100 44 151 160 111
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	144 133 98 85 90 10 44 15 11 11 16
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	14 13 9 8 5 9% 10 4 15 16 11 11 16 2
visitor shares Austria Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	14 13 9 8 5 9% 10 4 15 16 11 16 2
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	14 13 9 8 5 9% 10 4 15 16 11 16 2
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	14 13 98 88 5 9% 10 4 15 16 11 11 16 2
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	14 13 98 88 5 9% 10 4 15 16 11 11 16 2
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	14 13 9 8 5 9 10 4 4 4 15 11 11 11 16 13 3 7 7
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	14 13 98 5 5 9% 10 4 4 4 15 16 2 2 13 3 7
visitor shares Austria Switzerland France Italy Turkey Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	14 13 9 8 5 9% 10

Additional data trade visitors

Industry Skilled trades Service	1
Trade companies Training/consulting University, polytechnic, vocational school Other sectors	l
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	1
Collectively In an advisory capacity	2
No	2
Student Other not gainfully employed	
Area of responsibility	
Management Research/development/design	1
Planning/work preparation Manufacture/production	1
Production, quality control	-
Buying/procurement Finance/accounting, controlling	
Information, communication technology ((EDP)
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
transport Maintenance/repairs Other area	
Maintenance/repairs Other area Student	
Maintenance/repairs Other area Student Other not gainfully employed	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 5- 9 5 1 000- 9999 10- 49 18 10 000 and more 50- 99 9 Student	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	1
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 5- 9 5 1 000- 9 999 10- 49 18 10 000 and more 50- 99 9 Student 100-199 11 other not gainfully 200-499 14 employed Length of stay	1
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	1
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	1
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	,2 da







CEP CLEAN ENERGY & PASSIVEHOUSE ----> Stuttgart

Basic data trade visitors

Total number of visitors	11 207	
Proportion of trade visitors		
Region of residence	%	
up to 50 km	58	
more than 50 km up to 100 km	16 17	
more than 100 km up to 300 km over 300 km	10	
Total Germany Baden- North Rhine-	95	
Württemberg 85 Westphalia Bavaria 6 Rhineland-	2	
Berlin - Palatinate	2	
Brandenburg - Saarland Bremen - Saxony		
Hamburg - Saxony-Anhalt		
Hesse 2 Schleswig-		
Mecklenburg- Holstein		
West Pommerania - Thuringia Lower Saxony 1		
Total Foreign		
Total Foreign of which EU other countries	58 42	
of which EU other countries	58 42	
of which EU other countries	58 42	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1 % 3:	
of which EU other countries Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 3!	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	5 4. 1 % 3!	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	1 % 3! ee 1	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	5,4,3 1 9,3	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	5,4,3 1 9,3	
of which EU other countries Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 % 3! ee 1	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 % 3! ee 1	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 % 3! ee 1	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	5 4 9 3 see 1 1 1 9 9 9	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009	5 4 3 3 see 1 1 1 9 9 2 2 2	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	54 1 9,3 3 ee 1,1	
of which EU other countries Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	1 % 3!	

Basic data private visitors

Proportion of private visitors	27%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 59 23 14 5
Total Germany Baden- Württemberg 87 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99 1 3 1 - - 1
Total Foreign	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 17 2 2 11 29 10 3 4 2 14 7 2 2
Frequency of visits to trade fair 2009 2008 Emeuerbare Energie/PassivHaus 2007 Earlier events First visit	% 14 8 7 13 68

Basic data all visitors

Busic data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 58 17 16 8
Total Germany Baden- Württemberg 86 Westphalia Bavaria 6 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	96 2 2 - -
Total Foreign of which EU other countries	4 58 42
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	% 30 4 2 11 19 6 3 3 2 1 4 13 3
Frequency of visits to trade fair 2009 2008 Erneuerbare Energie/PassivHaus 2007 Earlier events First visit	% 18 11 10 13 62

Additional data trade visitors

Economic sector Public office, authority, ministry Plant construction, industry, production Architect, planner, engineer's office, energy consultant Energy supplies Financing, business promotion, insurance Agriculture and forestry Trade/sales Skilled trades, installation, sanitary/heating/ air-conditioning Science, research, development Other sectors Student Other not gainfully employed	% 4 10 26 3 2 2 7 17 5 8 15 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 36 22 12 13 15
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 29 111 222 8 2 6 2 9) 2 4 10 2 7 8 15 3

Size of company/organization:

1- 4	36 °	500 - 999	2
5- 9	9	1 000 - 9 999	5
10- 49	10	10 000 and more	5
50- 99	4	Student	15
100-199	4	other not gainfully	
200-499	5	employed	3
Longth of	-4		0/-

Length of	stay	/ L			9/
1. Length one	of stay 92	(days): two	7	three	1
2. Average	lengt	h of stay		1,1	day
3. Share of	visito	rs on the	event's	days:	9/
1st day	32	2nd day	48	3rd day	29

Additional data private visitors

-	
Sex Male Female	% 77 23
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 16 20 24 20 13
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 13 10 21 21 14
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 7 37 23 21 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yee no maybe	% 14 52 34
Follow-up business Intend to buy at later date yes no maybe	% 55 10 35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CMT ---- Stuttgart

Basic data private visitors

Total number of visitors	206 751
Proportion of private visitors	91%
Region of residence	% 62
up to 50 km more than 50 km up to 100 km	23
more than 100 km up to 300 km	14
over 300 km	1
Total Germany	99
Baden- North Rhine- Württemberg 93 Westphalia	
Bavaria 4 Rhineland-	1
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhal	t ·
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	1
Lower Saxony - Total Foreign	
Total Foreign Position in the company/organizatio Entrepreneur, partner, self-employed	
Total Foreign Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	on %
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	on %
Total Foreign Position in the company/organization for the company/organization for the company/organization for the company organization for the company or the com	on % 9 ee 1
Total Foreign Position in the company/organization for the company/organization for the company/organization for the company organization for the company or the com	on % 9
Position in the company/organization in the company/organization in the company/organization in the company/organization in the company organization in the company organization in the company of the company in the co	ee 1 7 28
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	ee 1 7 28
Total Foreign Position in the company/organization in the company/organization in the company/organization in the company/organization in the company of th	ee 1 7 28
Position in the company/organization in the company/organization in the company/organization in the company/organization in the company organization in the company of the	ee 1 7 28
Position in the company/organization in the company/organization in the company/organization in the company/organization in the company organization in the company organi	ee es 11 7 28 8 3 3 1 3 5 5 2 7
Position in the company/organization in the company in the	eee 177 28 8 8 3 3 5 5 27 4 4
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	on %
Position in the company/organization in the company in the	ee 2 2 8 8 3 3 1 1 2 2 7 4 2 2 5 5 5 5 5 5
Lower Saxony - Total Foreign	ee 2 2 2 8 8 8 3 3 1 3 5 5 2 7 4 4 2 2 %

Additional data private visitors

% 3 7 12 23 24 23 8
% 3 5 8 9 13 11 8 43
% 13 52 14 15 7
%
28 35 37
% 28 56 16

FACHDENTAL Südwest ---> Stuttgart

Basic data trade visitors

Total number of visitors	7 389
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	48
more than 50 km up to 100 km	26
more than 100 km up to 300 km	24
over 300 km	2
Total Germany	98
Baden- North Rhine-	
Württemberg 92 Westphalia	-
Bavaria 3 Rhineland-	
Berlin - Palatinate	3
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxoný-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	%
Entrepreneur, partner, self-employed	37
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	36
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	ŏ
	8 3 5
Other position	5
Student	
Student Frequency of visits to trade fair	%
Student Frequency of visits to trade fair 2009	56
Student Frequency of visits to trade fair	
Student Frequency of visits to trade fair 2009	56

Additional data trade visitors

Economic sector Dentist's practice,- clinic Orthodontics Oral and maxillofacial surgery Dental technology laboratory Dental trade University, polytechnic Other sectors	% 72 7 4 13 4 3 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	% 35 32 23 10
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 38 3 12 13 6 12 5 3 6 20 5
Size of company/organization: Number of employees: 1- 4 27 200 - 499 5- 9 43 500 - 999 10- 49 23 1 000 - 999 50 - 99 1 10 000 and more 100-199 2 Length of stay 1. Length of stay (days): one 94 two 6	% - 2 1 -
2. Average length of stay 1,1 c 3. Share of visitors on the event's days: 1st day 61 2nd day 45	%

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Familie & Heim / Int. Mineral &

Basic data private visitors

Total number of visitors	61 584
Proportion of private visitors	96%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	
Total Germany	100
Baden- North Rhine-	
Württemberg 97 Westphalia	
Bavaria 2 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/
Senior department head, other employee	
with managerial responsibility	
Department head, group head Other salaried staff/public service	
	3
Skilled worker Lecturer, teacher, scientific assistant	
Trainee	
Other position	
Housewife/man	
Old-age pensioner	2
Student	
Other not gainfully employed	
Frequency of visits to trade fair	9
	5
2009	
2008	4
	4 4 2

Fossil Exchange ----- Stuttgart

Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 16 14 20 19 20 7
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 52 14 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 67 12 21
Follow-up business Intend to buy at later date yes no maybe	% 24 21 56

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

interbad ---- Stuttgart

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	15 683
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 17 14 28 41
Total Germany Baden- Württemberg 48 Westphalia Bavaria 20 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	76 9 5 - 1 3
Total Foreign of which EU Rest of Europe other countries	24 60 28 12
The five countries with the highest visitor shares Switzerland Austria Italy Belgium Denmark	% 17 16 10 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	29 14
Frequency of visits to trade fair 2008 2006 Earlier events First visit	% 46 20 20 40

Additional data trade visitors

Economic sector Industry Skilled trades Service Trade companies Municipality, public service Training/consulting University, polytechnic, vocational school Other sectors	% 14 15 36 14 21 3 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	% 38 35 18 9
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 43 7 17 8 4 14 4 4 DP) 2 9 12 2 14 12 1 1
Size of company/organization: Number of employees: 1 - 4 21 500 - 999 5 - 9 17 1 000 9 999 10 - 49 34 10 000 and more 50 - 99 10 Student 500 - 99 10 employed	% 3 2 1 1
Length of stay 1. Length of stay (days): one 75 three 4 two 20 four 1 2. Average length of stay 3. Share of visitors on the event's days: 1st day 32 3rd day 39	% days %

INTERGASTRA ---- Stuttgart

Basic data trade visitors

Total number of visitors	80 209
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	42
more than 50 km up to 100 km more than 100 km up to 300 km	22 31
over 300 km	5
Total Germany	98
Baden- North Rhine-	1
Württemberg 80 Westphalia	- 1
Bavaria 10 Rhineland- Berlin - Palatinate	4
Brandenburg - Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which EU	73 27
Rest of Europe other countries	27
The three countries with the highest	
visitor shares	%
Italy Switzerland	24 24
France	18
Trance	
Position in the company/organization Entrepreneur, partner, self-employed	% 33
Managing director, board member,	33
head of an authority etc.	7
Senior department ĥead, other employe	e
with managerial responsibility	3
Department head, group head Other salaried staff/public service	4
	12
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee	12
Other position	2
Student	4
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	43 30
2006 Earlier events	24
First visit	37
	31

Additional data trade visitors

Fconomic sector

Economic sector	%
Hotels/guest house Gastronomy, restaurant, franchise systems	24
catering	45
Canteens, cafeteria operators, home and hospital caterers	10
Ice cream parlours	3
Bakery, confectioners, cafe	6
Planning/architecture/interior furnishings	3
Discotheques, bars, trend gastronomy, Scene catering	3
Fast food, snacks, petrol stations	1
Food, drinks trade, trade chain Food industry/non-food industry	6
Colleges, universities, institutes	3 1 6 2 4
Other	9
Influence on purchasing/	
procurement decisions	% 34
Decisively Collectively	34 27
In an advisory capacity	18
No	14
Student Other not gainfully employed	4
Area of responsibility	%
Management Food & beverage management, purchasing	33 7
Administration/organization/personnel/	,
social welfare/training	15
Sales and marketing, customer relationship	7
management, banquets Kitchen	7 29
Pâtisserie, confectionery	5
Wine waiter, bar	5 4 22
Service, restaurant	22 1
Wellness, animation House and buildings technology	3
Other area	3 8 2
Student	2
Other not gainfully employed	4
Size of company/organization:	0/
Number of employees: 1- 4 24 500- 999	% 2
5- 9 18 1 000- 9 999	2
10- 49 28 10 000 and more	1
50- 99 9 Student	4
100-199 6 other not gainfully 200-499 4 employed	2
200 433 4 Chiployed	
Length of stay	%
1. Length of stay (days): one 90 three 1 five	1
two 8 four -	
	days
3. Share of visitors on the event's days: 1st day 19 3rd day 25 5th day	% 20
1st day 19 3rd day 25 5th day 2nd day 22 4th day 27	20
Conducted by: Landesmesse Stuttgart Gmb	Н

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

INTERVITIS INTERFRUCTA ---- Stuttgart

Basic data trade visitors

Total number of visitors	35 731
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	11
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	45
over 300 km	22
Total Germany	81
Baden- North Rhine-	
Württemberg 53 Westphalia	1
Bavaria 10 Rhineland- Berlin - Palatinate	28
Brandenburg - Saarland	20 1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	i
Hesse 5 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	19
of which EŬ	80
Rest of Europe	12
North America	3
other countries	5
The five countries with the highest visitor shares France Austria Switzerland Italy	% 28 26 8 7
	3
Polánd	
Poland Position in the company/organization Entrepreneur, partner, self-employed	
Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 56
Poland Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	% 56 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 56 6 e
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	% 56 6 e 2 5
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	% 56 6 e 2 5
Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 56 6 e 2 5
Poland Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	% 56 6 e 2 5
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9% 566 6 e 2 51 116 6 2 55
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 56 6 6 e 2 5 11 6 2 2 1 4
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9% 566 6 e 2 51 116 6 2 55
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 566 e e 22 55 111 6 22 5 5 14 2 2
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	% 56 6 e 2 5 111 6 2 2 5 1 1 4 4 2 2
Polánd Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 566 e e 22 55 111 6 22 5 5 14 2 2

Economic sector Farming (incl.wine and fruit-growing) Industry Skilled trades	% 79 8 4
Trade companies	5
Service Training/consulting	4
Authorities, public facilities, associations University, polytechnic, vocational school Other	5 4 2 3 3
Influence on purchasing/ procurement decisions	0/
Decisively	% 46
Collectively In an advisory capacity	26 13
No Student	10 4
Other not gainfully employed	2
Area of responsibility	%
Management Research/development/design	66
Planning/work preparation Manufacture/production	10 47
Production, quality control Buying/procurement	10 12
Finance/accounting, controlling	8
Information, communication technology (EDI Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	5 12
Storage/material management/logistics/ transport	7
Maintenance/repairs Other area	9
Student	4
Other not gainfully employed	
Size of company/organization: Number of employees:	%
1- 4 60 500- 999 5- 9 10 1 000- 9 999	1
10- 49 12 10 000 and more	1
50- 99 4 Student 100-199 3 other not gainfully	4
200-499 3 employed	2
Length of stay	%
1. Length of stay (days): one 82 three 4 five two 12 four 1	1
2. Average length of stay 1,3	days
3. Share of visitors on the event's days: 1st day 22 3rd day 26 5th day 2nd day 29 4th day 24	% 22

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

INVEST — Stuttgart

Basic data trade visitors

Total number of visitors	14 610
Proportion of trade visitors	28%
Region of residence	%
up to 50 km more than 50 km up to 100 km	42 11
more than 100 km up to 300 km	32
over 300 km	15
Total Germany	95
Baden- North Rhine- Württemberg 63 Westphalia	3
Württemberg 63 Westphalia Bavaria 13 Rhineland-	3
Berlin 3 Palatinate	5
Brandenburg - Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	
Hesse 8 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
West Pommerania - Thuringia	
Lower Saxony -	
	5
Lower Saxony Total Foreign Position in the company/organization	5
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed	5
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	5 % 28
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	5 % 28
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 28 6
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	5 % 28
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	55 28 28 66 1 1 6 34 4
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	55 28 28 6 34 4 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	55 9% 288 66 1 634 44 44 14
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	55 28 28 6 1 1 6 34 4 4 1 4 2 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	55 28 28 11 34 4 4 2 14 14
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	55 28 28 6 1 1 6 34 4 4 1 4 2 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	5 9% 28 6 34 4 1 1 4 2 1 1 14 10
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	55 28 28 66 34 4 4 11 14 10 10
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	55 9% 28 6 34 4 4 4 2 1 14 10 1

Basic data private visitors

Proportion of private visitors	729
Region of residence	9
up to 50 km	5
more than 50 km up to 100 km	1.
more than 100 km up to 300 km	2
over 300 km	
Total Germany	9
Baden North Rhine-	
Württemberg 77 Westphalia	
Bavaria 11 Rhineland-	
Berlin 2 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9,
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009 2008	3 3 1 1 1 5 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to trade fair 2009	3

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany Baden- Württemberg 73 Westphalia Bavaria 11 Rhineland- Berlin 2 Palatinate Brandenburg - Saaraland Bremen - Saavony Hamburg - Saxony Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	9	
Total Foreign of which EU Rest of Europe	5 4	
The country with the highest visitor share Switzerland	4	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2	
Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	1	
Frequency of visits to trade fair 2009 2008 Earlier events First visit	5 4 2	

Additional data trade visitors

Economic sector Industry	9
Trade Bank	2
Insurance	3.
Financial services	2
Other service Public authority Training/consulting	
University, polytechnic, vocational school Other	10

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

Area of responsibility	%
Management	15
Research/development/design	3
Planning/work preparation	15 3 2 2
Manufacture/production	2
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	29
Information, communication technology	(EDP) 2
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport	-
Maintenance/repairs	2 11
Other area	11
Student	10 5
Other not gainfully employed	5

Number	of employ	rees:	%
1- 4	23 1	500 - 999	10
5- 9	8	1 000 - 9 999	10
10- 49	10	10 000 and more	10
50- 99	5	Student	10
100-199	5	other not gainfully	
200-499	8	employed	

Size of company/organization:

Length of s	tay			%
	8 two	15	three	7
2. Average le	ength of stay		1,3	days
	isitors on the 41 2nd da			% 29

Additional data private visitors

Additional data private visito	13
Sex Male Female	% 79 21
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 17 14 27 18 17
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 6 10 13 13 16 11 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 37 33 13 13 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 42 21 37
Follow-up business Intend to buy at later date yes no maybe	% 46 10 44

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LASYS ---- Stuttgart

Basic data trade visitors

Total number of visitors	3 870
Proportion of trade visitors	
Region of residence	%
up to 50 km	20 14
more than 50 km up to 100 km more than 100 km up to 300 km	
over 300 km	26 40
Total Germany	70
Baden- North Rhine- Württemberg 54 Westphalia	q
Württemberg 54 Westphalia Bavaria 18 Rhineland-	3
Berlin - Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	2
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	1
Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	30
of which EU	60
Rest of Europe South-, East-, Central Asia	26
other countries	6
The three countries with the highest	
visitor shares	%
Switzerland France	21 17
Italy	9
Position in the company/organization Entrepreneur, partner, self-employed	% 14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee	
with managerial responsibility	4
Department head, group head	20
Other salaried staff/public service Skilled worker	30
Lecturer, teacher, scientific assistant	8
Trainee	2
Other position	5 2 3
Student Other net gainfully employed	1
Other not gainfully employed	

Frequency of visits to trade fair 2009

First visit

Additional data trade visitors

Economic secto Industry	or	
Trade '		
Service Training/consulti	na	
University, polyt	echnic, vocational school	
Other		
Influence on pu		
procurement de Decisively	ecisions	
Collectively		
In an advisory c	apacity	
No Student		
Other not gainfu	ılly employed	
Area of respon	sibility	
Management		
Research/develor Planning/work p		
Manufacture/pro	duction	
Production, qual Buying/procurem		
Finance/accounti		
	nmunication technology (ED	P
Administration/o	rganization/personnel/	P
Administration/o social welfare/tra Marketing/sales/	rganization/personnel/ aining advertising/PR	P
Administration/o social welfare/tra Marketing/sales/ Storage/material	rganization/personnel/ aining	P
Administration/o social welfare/tra Marketing/sales/ Storage/material transport	organization/personnell/ aining advertising/PR management/logistics/	P
Administration/o social welfare/tra Marketing/sales/ Storage/material transport Maintenance/rep Other area	organization/personnell/ aining advertising/PR management/logistics/	P
Administration/o social welfare/tra Marketing/sales/ Storage/material transport Maintenance/rep	organization/personnel/ aining (advertising/PR management/logistics/ pairs	F
Administration/o social welfare/tr Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu	rganization/personnel/ advertising/PR management/logistics/ pairs	F
Administration/o social welfare/tr Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu Size of compan Number of empl	rganization/personnel/ aining advertising/PR management/logistics/ pairs ailly employed	P
Administration/o social welfare/tr Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu Size of compan Number of empl 1- 4 8	organization/personnel/ aining advertising/PR management/logistics/ pairs ally employed my/organization: oyees: 8 500 999	P
Administration/o social welfare/tr Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu Size of compan Number of empl	rganization/personnel/ aining advertising/PR management/logistics/ pairs willy employed ry/organization: toyees: 3 500- 999 5 1000- 9999	P
Administration/o social welfare/tra Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu Size of compan Number of em Number of em 1 - 4 - 5 - 9 - 5 - 10 - 49 - 18 - 50 - 99 - 5	rganization/personnel/ aning advertising/PR management/logistics/ pairs ally employed ty/organization: toyees: 3 500- 999 5 1 000- 9999 6 1 000- and more 6 Student	P
Administration/o social welfare/tra Marketing/sales/ Storage/material transport Maintenance/rep Other area Student Other not gainfu Size of compan Number of empl 1- 4 8 5- 9 8 10- 49 18	inganization/personnel/ aining advertising/PR management/logistics/ bairs ailly employed ay/organization: byees: 3 500- 999 6 1 000- 9 999 8 10 000 and more 9 50 other not qainfully	F

3. Share of visitors on the event's days: % 1st day 31 2nd day 49 3rd day 44 Conducted by: Landesmesse Stuttgart GmbH, Stuttgart





LogiMAT ---- Stuttgart

Basic data trade visitors

Total number of visitors	19 295	
Proportion of trade visitors	99%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 30 15 32 23	
Total Germany	90	
Baden-Württemberg 53 Westphalia Bavaria 20 Rhineland-	6	
Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony	5	
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	2	
Mecklenburg- West Pommerania Lower Saxony Holstein - Thuringia 4	1 1	
Total Foreign of which EU	10 64	
Rest of Europe other countries	23 14	
The two countries with the highest visitor shares Austria Switzerland	% 21 19	
Position in the company/organization Entrepreneur, partner, self-employed	% 12	
Managing director, board member, head of an authority etc. Senior department head, other employee	6	
with managerial responsibility Department head, group head Other salaried staff/public service	9 36 18	
Skilled worker Lecturer, teacher, scientific assistant Trainee	3 2 6	
Other position Student Other not gainfully employed	6 2 7 1	
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 30 21 16 55	

Additional data trade visitors

Economic sector Industry Wholesale trade Retail trade Freight forwarders, transport companies Other service Skilled trades Public authority University/college/polytechnic Other sectors Student Other not qainfully employed	% 51 12 3 4 12 3 2 4 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 36 23 10 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 15 6 6 5 1 5 1 1 10 35 3 3 3 7 7 1
Size of company/organization: Number of employees: 1- 4 7 500 - 999 5- 9 4 1 000 - 9 999 10- 49 12 10 000 and more 50- 99 8 Student 100-199 13 other not gainfully 200-499 17 employed	% 8 14 10 7

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

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

2. Average length of stay

three

3

1,1 days

MEDIZIN ---- Stuttgart

Basic data trade visitors

Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km			6 051 100% % 74 15 8					
					Total Germany			99
					Baden- Württemberg Bavaria	95 3	North Rhine- Westphalia Rhineland-	1
Berlin	_	Palatinate	-					
Brandenburg Bremen		Saarland Saxony						
Hamburg Hesse	-	Saxony-Anhalt	-					
Mecklenburg-	-	Schleswig- Holstein						
West Pommerania Lower Saxony	- 2	Thuringia	-					
Total Foreign			1					
Position in the cor Entrepreneur, partne	npar	ny/organization	% 30					
Managing director,	boar	d member,						
head of an authorit Senior department I	y etc	other employee	1					
Sellior debartillett i	ieau,	, other employee						

with managerial responsibility
Department head, group head
Other salaried staff/public service

Lecturer, teacher, scientific assistant

Other not gainfully employed

Frequency of visits to trade fair 2009

Skilled worker

Trainee Other position

2008 Earlier events

First visit

Additional data trade visitors

Economic sector Practice	5
Hospital/clinic Rehabilitation facility/nursing home	1
Medical laboratory/institute	
Emergency services organizations	
Association Industry	
Trade	
Service Public authorities/Health service	
Training/consulting	
University, polytechnic, vocational school Other	
Influence on purchasing/	
procurement decisions	2
Decisively Collectively	2
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	1
Management Research/development/design	2 DP)
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement Finance/accounting, controlling	
Information, communication technology (El	DP)
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs	2
Other area Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 28 500- 999	(
5- 9 25 1 000- 9 999	
10- 49 15 10 000 and more 50- 99 5 Student 100-199 3 other not gainfully	
200-499 4 employed	
Length of stay	(
1. Length of stay (days): one 87 two 9 three	
one 87 two 9 three	day

Conducted by: Landesmesse Stuttgart GmbH,

0&5

Total number of visitors	4 571
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	26 40
Total Germany	79
Baden- North Rhine-	
Württemberg 50 Westphalia	11
Bavaria 18 Rhineland- Berlin 1 Palatinate	3
Brandenburg - Saarland	3 1
Bremen - Saxony	4
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	ż
Lower Saxony 3	
Total Foreign	21
of which EU	49
Rest of Europe	34
South and Central America other countries	10 8
Other Countries	0
The two countries with the highest visitor shares	%
Switzerland	25
Austria	14
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	14
Managing director, board member,	_
head of an authority etc.	6
Senior department head, other employee with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	31
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5 2 2 3 5
Student	5
Frequency of visits to trade fair	%
2008	26
First visit	74
THIS TIST	

-----> Stuttgart

Additional data trade visitors

Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other	% 8 71 16 7 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 21 40 25 9 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 17 55 11 26 9 10 2 OP) - 1 17
Size of company/organization: Number of employees: 1- 4 8 200- 499 5- 9 4 500- 999 10- 49 18 1 000- 9 999 50- 99 12 10 000 and more 100-199 12 Student	% 17 8 10 6 5
Length of stay 1. Length of stay (days): one 86 two 10 three 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 40 2nd day 39 3rd day	% days % 36

Conducted by: Landesmesse Stuttgart GmbH,

PFLEGE & REHA ----> Stuttgart

Basic data trade visitors

Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 23 pover 300 km 24 Total Germany Saden- Wirttemberg 31 Westphalia Serlin - Palatinate Savaria 3 Rhineland- Serlin - Palatinate 3 Savaria 3 Rhineland- Serlin - Palatinate 3 Savaria 3 Rhineland- Serlin - Palatinate 3 Savarya - Saxony Hamburg - Saxony Holstein - Saxony Holstein - Thuringia - T	Basic data trade visitors	
Region of residence up to 50 km up to 50 km up to 100 km 27 more than 50 km up to 300 km 23 over 300 km 23 over 300 km 25 more than 100 km up to 300 km 27 more than 100 km up to 300 km 27 more than 100 km up to 300 km 28 more 100 km up to 300 km 29 more 100 km up to 100 km 27 more than 100 km up to 300 km 29 more 100 km up to 10	Total number of visitors	8 374
Aprile 50 km up to 100 km are than 50 km up to 100 km are than 100 km up to 300 km are than 100 km ar	Proportion of trade visitors	99%
more than 50 km up to 100 km more than 100 km up to 300 km 23 pover 300 km 24 Total Germany Saveria 3 Rhineland- Berlin - Palatinate Brandenburg - Saxony - Lamburg - Saxony - Lamburg - Saxony - Lamburg - Saxony - Holstein Mest Pommerania - Thuringia - Thur	Region of residence	% 48
rore than 100 km up to 300 km 23 rover 300 km 27 rotal Germany Baden		27
Asden- Württemberg 91 Westphalia 1 Savaria 3 Rhineland- Berlin - Palatinate 3 Strandenburg - Saxony - Savany -	more than 100 km up to 300 km over 300 km	23
Mürtemberg 91 Westphalia Savaria 3 Rhineland- Berlin - Palatinate 3 Srandenburg - Saarland Sremen - Saxony - Saxony-Anhalt Jesse 1 Schleswig- Holstein - Thuringia	Total Germany	99
Serlin - Palatinate Brandenburg - Saarland Brandenburg - Saarond Bremen - Saxony - Saarond Bremen - Saxony - Saxony - Saarond- Besse - Sacony - Boltstein - Boltstein - Thuringia - Thuringia - Thuringia - Brown - Br	Württemberg 91 Westphalia	1
Armen - Saxony - Solder - Sold	Berlin - Palatinate	3
Amburg - Saxony-Anhalt -		-
resse 1 Schleswig- Mecklenburg- Mest Pommerania .ower Saxony - Thuringia - Thuringia .ower Saxony - Thuringia .ower Saxony - Total Foreign 1 Position in the company/organization .ontrepreneur, partner, self-employed Managing director, board member, lead of an authority etcopartment head, group head .other salaried staff/public service .opartment head, group head .other salaried staff/public service .ozardities .ozardit		
West Pommerania - Thuringia - Thuringia - Ower Saxony - Thuringia		
Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. 50 partment head, group head 110 partner salaried staff/public service 23 killed domestic worker 33 killed domestic worker 35 killed domestic worker 36 killed domestic worker 36 killed forms to worker 37 killed forms to worker 38 killed forms to worker 39 killed forms to worker 30 killed forms to wor		-
Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Department head, group head Dither salaried staff/public service Nursing staff for in and out-patient acilities Skilled domestic worker Jecturer, teacher, scientific assistant Itrainee Jother position Student Dither not gainfully employed Frequency of visits to trade fair 29 29 2006 14 2arlier events	West Pommerania - Thuringia Lower Saxony -	-
intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Department head, group head Other salaried staff/public service Vursing staff for in and out-patient acilities Sikilled domestic worker Lecturer, teacher, scientific assistant Trainee Incompany Other position Student Other not gainfully employed Frequency of visits to trade fair 29 2006 14 2arlier events	Total Foreign	1
Managing director, board member, nead of an authority etc. 50 Department head, group head 110 Other salaried staff/public service 230 Wursing staff for in and out-patient acilities 230 Skilled domestic worker 230 Worker position 240 Department 250 Department 25	Position in the company/organization	% 7
nead of an authority etc. Department head, group head Dither salaried staff/public service Subursing staff for in and out-patient acilities skilled domestic worker secturer, teacher, scientific assistant Forther position Student Dither not gainfully employed Frequency of visits to trade fair 2000 21 22 23 24 25 26 27 28 29 2006 21 26 26 26 26 27 28 28 28 28 28 28 28 28 28 28 28 28 28	Managing director, board member.	,
Other salaried staff/public service Vursing staff for in and out-patient acilities Skilled domestic worker 33 skilled domestic worker 36 skilled present in a security in	head of an authority etc.	. 5
Nursing staff for in and out-patient acilities 23 skilled domestic worker 3 skilled domestic worker 3 skilled domestic worker 3 skilled domestic worker 4 startinee 16 ther position 4 student 3 other not gainfully employed 2 constitution 2 trade fair 2009 29 2006 14 sarlier events 14	Department head, group head	
acilities skilled domestic worker skilled domestic worker secturer, teacher, scientific assistant trainee 16 tother position Student 27 ther not gainfully employed 28 trequency of visits to trade fair 29 29 2006 14 Earlier events		
ecturer, teacher, scientific assistant rainee 16 Tother position 4 Student 3 Other not gainfully employed 2 Frequency of visits to trade fair 2006 29 1006 14 Earlier events 14	facilities	23
Frequency of visits to trade fair 29006 142 291 291 291 291 291 291 291 291 291 29		3
Other position 4 Student 3 Other not gainfully employed 2 Frequency of visits to trade fair 29 2006 14 Earlier events 14	Trainee	16
Frequency of visits to trade fair %0009 29 2006 14 2arlier events 14	Other position	
2009 29 2006 14 Earlier events 14	Student Other not gainfully employed	3 2
2006 14 Earlier events 14	Frequency of visits to trade fair	%
Earlier events 14	2009	29
		14 14
	First visit	54

Additional data trade visitors

Economic sector Nursing home Old people's facility Hospital Rehabilitation centre Out-patient nursing services Therapy Medical supplies retailer Specialist trade Industry Service Association Public authority University, polytechnic, vocational school Other	% 52 4 10 2 19 2 1 2 3 1 1 5 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 13 25 25 31 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 16 2 8 2 2 6 2 2 6 2 2 1 555 3 2
Size of company/organization: Number of employees: 1- 4 5 500- 999 15- 9 4 1 000- 9 999 26 10 000 and more	% 4 5 1

50- 99 100-199 200-499 24 18 7 Student other not gainfully employed

Length of stay	. (-1).			%
1. Length of stay one 96	two	3	three	1
2. Average lengt	h of stay		1,1	days
3. Share of visito 1st day 34	ors on the 2nd day	event's 41	days: 3rd day	% 29

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

RETRO CLASSICS ----> **Stuttgart**

Basic data private visitors

Total number of visitors	60 116
Proportion of private visitors	76%
Region of residence	%
ıp to 50 km	52
more than 50 km up to 100 km	18
more than 100 km up to 300 km	23
over 300 km	7
Total Germany	95
Baden- North Rhine-	
Nürttemberg 80 Westphalia	2
Bavaria 9 Rhineland-	_
Berlin - Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	-
lamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony 1	
Total Foreign	5
of which EU	62
Rest of Europe	36
other countries	2
The two countries with the highest	
visitor shares	%
Austria	35
witzerland	35
	0/
Position in the company/organization	
ntrepreneur, partner, self-employed	20
Managing director, board member,	3
nead of an authority etc.	
Senior department head, other employed	
with managerial responsibility	10
Department head, group head	10
Other salaried staff/public service	21
Skilled worker	12
ecturer, teacher, scientific assistant	2
rainee	1
Other position	4
lousewife/man	2
Old-age pensioner	2 1 4 2 15 5
Student	5
Other not gainfully employed	•

Earlier events First visit

Frequency of visits to trade fair 2009 2008

Additional data private visitors

Sex Male Female	% 84 16
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 10 15 28 22 15 4
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 4 7 9 12 12 20 32
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 42 16 18 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 46 23 31
Follow-up business Intend to buy at later date yes no maybe Conducted by: Landesmesse Stuttgart Gmbl	% 23 52 24

Stuttgart

südback ---- Stuttgart

Basic data trade visitors

Total number of visitors	30 332
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	29
more than 50 km up to 100 km more than 100 km up to 300 km	20
more than 100 km up to 300 km over 300 km	37 14
Total Germany	93
Baden- North Rhine-	
Württemberg 62 Westphalia	3
Bavaria 21 Rhineland-	_
Berlin - Palatinate Brandenburg - Saarland	5 1
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	- 1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	_
West Pommerania - Thuringia	1
Lower Saxony -	
Total Foreign	7
of which EU	65
Rest of Europe	22
Rest of Europe other countries	
other countries The two countries with the highest	12
other countries The two countries with the highest visitor shares	22 12
other countries The two countries with the highest visitor shares Austria	22 12
other countries The two countries with the highest visitor shares	22 12
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization	22 12 % 27 18
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed	22 12 % 27 18
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	22 12 % 27 18
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	22 12 % 27 18 1 % 29
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	22 12 % 27 18 1 % 29
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	22 12 % 27 18 1 % 29
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	22 12 % 27 18 1 % 29 5 e
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	22 12 % 27 18 27 18 29 6 29 29 10 16 10
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	22 12 % 27 18
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	22 12 % 27 18 1 % 29 5 e 2 10 16 10 10 11
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	22 12 % 27 18 1 % 29 5 e 2 10 110 110 110 113
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	22 12 % 27 18 1 % 29 5 6 2 10 16 10 10 13 13
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	22 12 % 27 18 1 % 29 5 e 2 10 110 110 110 113
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	22 12 % 27 18 1 % 29 5 e 2 10 10 11 13 1 2
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	22 12 % 27 188 1 % 29 5 6 8 2 10 10 10 10 11 13 1 2 1 1
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	22 12 % 27 18 0 % 29 5 e 2 10 10 10 11 13 1 2 1 2 1 1 1 2 1 1 1 1 1 1 1 1 1
other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	22 12 % 27 188 1 % 29 5 6 8 2 10 10 10 10 11 13 1 2 1 1

Additional data trade visitors	
Economic sector Bakery trade Confectioner's trade Baker's/confectioner's trade Bread, cake and pastry industry Other industry Cafe Catering Hotel Retail grocery trade University, polytechnic, vocational school Other sectors	% 25 8 48 7 5 8 6 1 4 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 30 29 21 18 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Sales Student Other not gainfully employed	% 31 6 10 42 10 13 7 2) 3 6 8 5 6 5 24 2 1
Size of company/organization: Number of employees: 500 - 999 1 - 4 16 500 - 999 5 - 9 18 1 000 - 9 999 10 000 and more 50 - 9 9 5 tudent 100-199 9 other not gainfully employed	% 4 3 1 2
Length of stay 1. Length of stay (days): one 89 three 2 two 8 four 1 2. Average length of stay 1,2 of 3. Share of visitors on the event's days: 1st day 24 3rd day 32 2nd day 35 4th day 23	% days %

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

TV TecStyle Visions ---> Stuttgart

Basic data trade visitors

Total number of visitors	7 353
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km more than 100 km up to 300 km	12 36
over 300 km	34
Total Germany	86
Baden- North Rhine-	0
Württemberg 46 Westphalia	8
Bavaria 19 Rhineland- Berlin 2 Palatinate	5
Brandenburg 1 Saarland	5 2
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 4	
Total Foreign	14
of which EU	64
Rest of Europe	30
other countries	6
The three countries with the highest	0/
visitor shares Austria	% 34
Switzerland	27
Poland	6
Position in the company/organization Entrepreneur, partner, self-employed	% 63
Managing director, board member,	05
head of an authority etc.	9
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	12
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	2 5 12 2 1 2 1 3
Other position	1
Student	3
Frequency of visits to trade fair	%
2009	45
2006	26
Earlier events	12
First visit	46

Additional data trade visitors

Economic sector Manufacturer/industry Trade Service University, polytechnic, vocational school Other	% 27 42 48 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 62 21 10 4 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 58 7 16 37 13 31 14 0P) 5
Size of company/organization: Number of employees: 1 - 4 59 200 499 5 - 9 16 500 999 10 - 49 13 1 000 9 999 50 99 4 10 000 and more 100-199 1 Student Length of stay 1. Length of stay (days): one 83 two 12 three	% 2 1 1 1 3 %
2. Average length of stay 1,2 3. Share of visitors on the event's days:	days %

VISION

Basic data trade visitors

- Dusic data trade Visitors	
Total number of visitors	6 752
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	27 48
Total Germany	66
Baden- North Rhine-	
Württemberg 43 Westphalia Bavaria 16 Rhineland-	9
Berlin 3 Palatinate	3
Brandenburg - Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania - Thuringia	4
Lower Saxony 4	
Total Foreign	34
of which EU Rest of Europe	60 11
North America	5
South-, East-, Central Asia	18
other countries	6
The five countries with the highest	0/
visitor shares Italy	% 12
France	8
Austria	7
Switzerland	6
Netherlands	6
Position in the company/organization Entrepreneur, partner, self-employed	% 13
Managing director, board member,	13
head of an authority etc.	7
Senior department head, other employee	4
with managerial responsibility Department head, group head	4 19
Other salaried staff/public service	33
Skilled worker	4
Lecturer, teacher, scientific assistant	6 1
Trainee Other position	5
Student	8
Other not gainfully employed	1
Frequency of visits to trade fair	%
2009 2008	34 30
Earlier events	24
First visit	49

-----> Stuttgart

Additional data trade visitors

2
6
2
3
7
4

Influence on purchasing/ procurement decisions	%
Decisively	25
Collectively	41
In an advisory capacity	19
No	8
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	87
Planning/work preparation	5
Manufacture/production	10
Production, quality control	8
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology	(EDP) 3
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	4
Other area	2
Student	8
Other not gainfully employed	1

Size	of	com	pany	orga	ınization	

nulliber of	employees).
1- 4	11 1	500 - 999
5- 9	5	1 000 - 9 999
10- 49	20	10 000 and more
50- 99	10	Student
100-199	9	other not gainfully
200-499	9	employed

Length of 1. Length of one	stay of stay 78	(days): two	14	three	%
2. Average	lengtl	n of stay		1,3	days
3. Share of 1st day	f visito 33	rs on the 2nd day	event's / 34	days: 3rd day	% 33

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Südwest Messe (2009) ---- Villingen-Schwenningen

Basic data private visitors				
Total number of visitors	106 630			
Proportion of private visitors	88%			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 73 23 3 1			
Total Germany Baden- Württemberg 98 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saarland Hesse - Sakony Mecklenburg- West Pommerania Lower Saxony - Thuringia	100			
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	5 1			

Old-age pensioner Other not gainfully employed

Frequency of visits to trade fair 2008 2007 Earlier events

Basic data all visitors

Proportion of trade visitors	12%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 73 23 3 1
Total Germany Baden- Württemberg 99 Westphalia Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse Mecklenburg- West Pommerania Lower Saxony	100 - - - - -
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 9 1 1 38 8 1 1 1 2 6 8 25
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 49 37 84 10

Additional data private visitors

Sex Male Female	% 46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 10 12 23 22 19
Net household income	%
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 43 19 21 9
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	67 14 19
Follow-up business Intend to buy at later date	%
yes no maybe	6 71 23
- 1 - 11 - 11 1 1	

Conducted by: Achim Brötz Rechenzentrum Mannheim





Messe Wächtersbach ----- Wächtersbach

Basic data private visitors

Total number of visitors	64 011			
Proportion of private visitors	97%			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 87 10 1			
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Wecklenburg- West Pommerania Lower Saxony Thuringia North Rhine- Westphalia P Raineland P Palatinate S Saraland S Saxony Saxony-Anhalt Holstein Thuringia	100 1 - - - -			
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Housewife/man Old-age pensioner Student	% 8 8 1 2 35 10 1 1 1 9 29 2			
Frequency of visits to trade fair 2009 2008 Earlier events First visit	% 70 75 86 9			

Additional data private visitors

Sex Male Female	% 49 51
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 8 13 26 22 20 8
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR N/A	% 2 17 17 24 21 7 6 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 44 20 18 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 15 25
Follow-up business Intend to buy at later date yes no maybe	% 21 36 43

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Bad Salzuflen

Messe Ostwestfalen GmbH

kfo - Plastics Processing Fair, Bad Salzuflen 21.03.-24.03.2012

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund 25.10.-27.10.2011

Berlin

Messe Berlin GmbH

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

21.01.-30.01.2011

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

• 09.02.-11.02.2011

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

• 09.03.-13.03.2011

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

02.05.-05.05.2011

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

• 20.09.-23.09.2011

Import Shop Berlin - A world full of beauty, Berlin

• 09.11.-13.11.2011

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

21.02.-25.02.2012

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

18.09.-21.09.2012

belektro - Trade fair for Electrical Engineering, Electronics and Lighting, Berlin 17.10.-19.10.2012

Bielefeld

Clarion Survey GmbH

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen 14.02.-17.02.2011

ZOW Istanbul - International Exhibition of Components and Accessories for the Furniture Industry, Istanbul 15.09.-18.09.2011

FMB - The Supplier Show for the Machinery Industry, Bad Salzuflen

09.11.-11.11.2011

Focus Küche & Bad - International Exhibition for Kitchen and Bath Equipment, Enger/Hiddenhausen September 2012

Bremer

Fachausstellungen Heckmann GmbH

CARAVAN - Motor Caravans and Supplies Trade Exhibition, Bremen 04.11.-06.11.2011

WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow - Classic vehicle fair, Bremen 04.02.-06.02.2011

BOATFIT - boats ...Enjoy their charm - maintain their value, Bremen 25.02.-27.02.2011

RAD + OUTDOOR - bike.market.future., Bremen 12.03.-13.03.2011

waste to energy + recycling - International Exhibition & Conference for Energy from Waste and Biomass, Bremen

18.05.-19.05.2011

HanseLife - Regional Consumer Goods Exhibition, Bremen

10.09.-18.09.2011

ReiseLust - The tourism fair in Bremen 04.11.-06.11.2011

fish international - International Trade Fair for Fish and Seafood: Trading Market, Processing, Logistics, Point of Sale, Bremen 12.02.-14.02.2012

Chemnitz

Event- und Messegesellschaft Chemnitz mbH

Baumesse Chemnitz - Trade fair of construction 04.02.-06.02.2011

mtex - International Trade Fair & Symposium for Textiles and Composites in Vehicle Transportation; LIMA - International Trade Fair & Symposium for Lightweighting in Machinery and Plant Industry, Chemnitz 08.05.-10.05.2012

SIT - Saxon Industry and Technology Trade Fair, Chemnitz 27.-29.06.2012

Dortmund

Messe Westfalenhallen Dortmund GmbH

ELEKTROTECHNIK - Leading Trade Fair for the Electrical and Electronics Industries, Dortmund 14.09.-17.09.2011

Inter-tabac - International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund 23.09.-25.09.2011

Dresden

MESSE DRESDEN GmbH

aktiv + vital / bike + outdoor - Fair for Health and Wellness, Dresden 25.03.-27.03.2011

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden 14.04.-17.04.2011

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden

27.05.-29.05.2011

TMS Messen - Kongresse - Ausstellungen GmbH

Dresdner ReiseMarkt - Dresden Travel Market 28.01.-30.01.2011

Touristik & Caravaning International Leipzig with abgefahren - Tourism and bicycle fair, Leipzig 16.11.-20.11.2011

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show, Düsseldorf

22.01.-30.01.2011

EuroShop - The Global Retail Trade Fair, Düsseldorf

26.02.-02.03.2011

GDS - International Event for Shoes & Accessories
Düsseldorf

16.03.-18.03.2011

GLOBAL SHOES - leading trade show for sourcing, Düsseldorf 16.03.-18.03.2011

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

18.03.-20.03.2011

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

19.03.-21.03.2011

ProWein - International Trade Fair Wines and Spirits,
Düsseldorf

27.03.-29.03.2011

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 InSteel and EMC, 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

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

26.08.-04.09.2011

TourNatur - Hiking and Trekking exhibition, Düsseldorf

• 02.09.-04.09.2011

GDS - International Event for Shoes & Accessoires Düsseldorf

• 07.09.-09.09.2011

GLOBAL SHOES - leading trade show for sourcing, Düsseldorf 07 09 -09 09 2011

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

• 21.09.-24.09.2011

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

18.10.-21.10.2011

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

• 16.11.-19.11.2011

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

28.02.-02.03.2012

METAV - The International Fair for Manufacturing Technology and Automation, Düsseldorf

28.02.-03.03.2012

Tube - International Tube and Pipe Trade Fair, Düsseldorf

26.03.-30.03.2012

wire - International Wire and Cable Trade Fair,

26.03.-30.03.2012

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

• 03.05.-16.05.2012

InterCool - International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf

23.09.-26.09.2012

InterMeat - International Trade Fair Meat and Sausage, Düsseldorf

23.09.-26.09.2012

InterMopro - International Trade Fair Dairy Products, Düsseldorf

23.09.-26.09.2012

hogatec - The No.1 in Technology and Design, International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf

23.09.-26.09.2012

glasstec - International Trade Fair for glass production processing - products with solarpeq - International Trade Fair for Solar Production Equipment, Düsseldorf

23.10.-26.10.2012

K - International Trade Fair No.1 for Plastics + Rubber worldwide. Düsseldorf

16.10.-23.10.2013

Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf

12.01.-14.01.2011

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

18.01.-21.01.2011

EQUITANA - Equestrian Sports World Fair, Essen

12.03.-20.03.2011

Aircraft Interiors Expo, Hamburg 05.04.-07.04.2011

FIBO - The Leading International Trade Show for Fitness, Wellness and Health, Essen 14.04.-17.04.2011

SHOWTECH - International trade show and conference for stage technology, equipment & event services, Rerlin

• 07.06.-09.06.2011

COMPOSITES EUROPE - European trade fair & forum for composites, technology and applications, Stuttgart 27.09-29.09.2011

viscom düsseldorf - International trade fair for visual communication, technology & design, Düsseldorf

13.10.-15.10.2011

MODERNER STAAT - Exhibition and Conference, Berlin 08.11.-09.11.2011

ALUMINIUM - World Trade Fair & Conference, Düsseldorf

• 09.10.-11.10.2012

Erfurt

Messe Erfurt GmbH

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 25.03.-27.03.2011

Rapid. Tech - Trade fair and user's conference for rapid technology, Erfurt 24.05.-25.05.2011

Grüne Tage Thüringen - The agricultural fair - with naro.tech - Exhibition on renewable resources, Erfurt 07 09 -09 09 2012

Haus.Bau.Energie - Exhibition for House building, Living and Modernizing, Erfurt 16.09.-18.09.2011

inoga - Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 06.10.-09.10.2012

RAM Regio Ausstellungs GmbH

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

26.02.-06.03.2011

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, Düsseldorf

+ 06.10.-09.10.2011

Essen

Messe Essen GmbH

IPM Essen - International trade fair for plants, technical equipment, floristry, sales promotion, Essen 25.01.-28.01.2011

E-world energy & water - International trade fair and congress, Essen 08.02.-10.02.2011

Haus Garten Genuss - The spring fair for the whole family, Essen 09.02.-13.02.2011

The NRW holiday fair - Travel and tourism, bicycles, fishing, Essen 23.02.-27.02.2011

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

MODE HEIM HANDWERK - The big consumer fair for the whole family, Essen 05.11.-13.11.2011

DEUBAU - International Trade Fair for construction, Essen 10.01.-14.01.2012

Leben plus Komfort - Trade fair for concepts, technology, products and services, Essen 10.01.-14.01.2012

SHK - Trade Fair for Sanitary, Heating, AirConditioning and renewable Energies, Essen 07.03.-10.03.2012

REIFEN - No 1 in tires and more, Essen 05.06.-08.06.2012

SECURITY - The World Forum for Security & Fire Prevention, Essen 25.09.-28.09.2012

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

Frankfurt/Main

DLG e.V.

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery, Hanover

13.11.-19.11.2011

DLG-Feldtage - DLG Field Days, Bernburg-Strenzfeld 19.06.-21.06.2012

BioEnergy Decentral - Global meeting place for decentralized energy supply, Hanover 13.11.-16.11.2012

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

13.11.-16.11.2012

Messe Frankfurt Exhibition GmbH

Heimtextil - International Trade Fair for Home and Contract Textiles. Frankfurt/Main

12.01.-15.01.2011

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main

28.01.-01.02.2011

Creativeworld - The World of Art and Craft Supplies, Frankfurt/Main 29.01.-01.02.2011

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main

29.01.-01.02.2011

Hair & Beauty - International Trade Fair for the Professional Hairdressing and Hair Cosmetics Industry, Frankfurt/Main 30.01.-31.01.2011

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

11.02.-15.02.2011

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

• 15.03.-19.03.2011

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

06.04.-09.04.2011

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

06.04.-09.04.2011

Techtextil - International Trade Fair for Technical Textiles and Nonwovens - and Material Vision -Materials for Product Development, Design and Architecture. Frankfurt/Main

• 24.05.-26.05.2011

Texprocess - Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main 24.05.-27.05.2011

Tendence, Frankfurt/Main

26.08.-30.08.2011

Light + Building - The world's leading trade fair for Architecture and Technology, Frankfurt/Main 15.04.-20.04.2012

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

• 05.05.-09.05.2012

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

18.09.-23.09.2012

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main

• 04.05.-09.05.2013

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe - The World's Largest Exhibition for the Solar Industry, Munich

• 08.06.-10.06.2011

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg

• 09.05.-11.05.2012

Fürth

asfc atelier scherer fair consulting gmbh

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg 06.05.-07.05.2011

START Nordrhein-Westfalen - The fair for successful selfemployment, foundation, franchising and business development, Essen 23.09.-24.09.2011

START Niedersachsen - The fair for successful selfemployment, foundation, franchising and business development, Hanover Frühjahr 2012

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Expo - Forest Machinery and Innovations DemoFair, Bopfingen 13.06.-16.06.2012

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg 09.02.-13.02.2011

INTERNORGA - International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg 18.03.-23.03.2011

DU UND DEINE WELT - hamburgs's shopping and event fair, Hamburg 24.09-03.10.2011

hanseboot - International Boat Show Hamburg 29.10.-06.11.2011

NORTEC - Trade Fair for Manufacturing Technology, Hamburg 25.01.-28.01.2012

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg 20.04.-22.04.2012

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg

• 04.09 -07.09.2012

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hanover

15.01.-18.01.2011

CeBIT - Heart of the digital world, Hanover

• 01.03.-05.03.2011

HANNOVER MESSE - The world's most important technology event, Hanover

• 04.04.-08.04.2011

CoilTechnica / HANNOVER MESSE - Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology, Hanover 04.04.-08.04.2011

ComVac / HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 04.04.-08.04.2011 Digital Factory / HANNOVER MESSE - Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 04.04.-08.04.2011

Energy / HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution, Hanover 04.04.-08.04.2011

Industrial Automation / HANNOVER MESSE -Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions, Hanover 04.04.-08.04.2011

Industrial Supply / HANNOVER MESSE - Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, 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

MicroNanoTec / HANNOVER MESSE - Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing, Hanover 04.04.-08.04.2011

MobiliTec / HANNOVER MESSE - Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover 04.04.-08.04.2011

Power Plant Technology / HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hanover 04.04.-08.04.2011

Research & Technology / HANNOVER MESSE - Leading Trade Fair for R&D and Technology Transfer, 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

PROMOTION WORLD - International Trade Fair for Promotional Products and Incentives, 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

BIOTECHNICA - Europe's No.1Event in Biotechnology and Life Sciences, Hanover

11.10.-13.10.2011

0&S - International trade fair for surface treatment & coatings, Stuttgart 12.06.-14.06.2012

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hanover

23.10.-27.10.2012

INTERSCHUTZ - DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hanover

08.06.-13.06.2015

Fachausstellungen Heckmann GmbH

ABF - The Leisure and Sales Exhibition, Hanover 29.01.-06.02.2011

EnergieSparTage - Energy conservation fair, Hanover 22.10.-24.10.2011

infa - Information and Sales Exhibition, Hanover 22.10.-30.10.2011

Pferd & Jagd - Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 01 12 -04 12 2011

Husum

Messe Husum HWG mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum 14.02.-15.02.2011

new energy husum - International trade fair for the use of renewable energy sources, Husum 17.03.-20.03.2011

HUSUM WindEnergy - The Leading Wind Energy Trade Fair, Husum 18.09.-22.09.2012

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 30.09.-03.10.2011

Karlsruhe

HINTE GmbH

GiardinaKARLSRUHE/Inventa - Garden and Lifestyle, Karlsruhe

17.02.-20.02.2011

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Nuremberg

+ 27.09.-29.09.2011

offerta - The major regional exhibition for a strong region, Karlsruhe 29.10.-06.11.2011

INTERGEO East - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul

+ Mai 2012

Arbeitsschutz Aktuell - Safety and Health - Trade Fair and Congress, Augsburg 16.10.-18.10.2012

Karlsruher Messe- und Kongress-GmbH

LEARNTEC - Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe

01.02.-03.02.2011

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade fair - Cultural and sports events - rural tradition exhibition, Kempten 13.08.-21.08.2011

Köln

Koelnmesse Ausstellungen GmbH

FARBE - Ausbau & Fassade - Paint - Finishing & Facade, Cologne

+ 06.03.-09.03.2013

h+h cologne - International Trade Fair for Creative Handicraft and Hobby Supplies, Cologne

• 08.04.-10.04.2011

Koelnmesse GmbH

imm cologne - The international furnishing show, Cologne

18.01.-23.01.2011

ISM - International Sweets and Biscuits Fair, Cologne

30.01.-02.02.2011

spoga horse (spring) - International Trade Fair for Equestrian Sports, Cologne 06.02.-08.02.2011

Asia-Pacific Sourcing - Products for Home and Garden from Far East, Cologne 09.03.-11.03.2011

IDS - International Dental Show, Cologne

22.03.-26.03.2011

interzum, Cologne 25.05.-28.05.2011

spoga + gafa/spoga horse (autumn) -The garden trade fair, Cologne /International trade fair

for equestrian sports, Cologne

• 04.09.-06.09.2011

Eu'Vend - The International Trade Fair for the Vending Industry/with coffeena - International Coffee Fair, Cologne

08.09.-10.09.2011

Kind + Jugend - The Trade Show for Kids' First Years, Cologne

15.09.-18.09.2011

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

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne 29.01.-01.02.2012

Anuga FoodTec - International trade fair for food and drink technology, Cologne

• 27.03.-30.03.2012

INTERNATIONAL HARDWARE FAIR COLOGNE

• 04.03.-07.03.2012

IMB - World of Textile Processing, Cologne

• 08.05.-11.05.2012

ORGATEC - Modern Office & Facility, Cologne

23.10.-27.10.2012

Leipzig

Leipziger Messe GmbH

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

HAUS-GARTEN-FREIZEIT - Leipzig Fair Home - Garden -Leisure - The consumer fair for the whole family/ Central German Handicrafts Fair/Beach & Boat, Leipzig 12.02.-20.02.2011

CADEAUX Leipzig - Trade Fair for Gifts and Lifestyle Ideas (Spring) , Leipzig 26.02.-28.02.2011

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

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts and Lifestyle Ideas - COMFORTEX, Trade Fair for Interior Design (Autumn) , Leipzig 03.09.-05.09.2011

MIDORA LEIPZIG - TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 03.09.-05.09.2011

GÄSTE - International Trade Fair for the Restaurant. Hotel and Catering Business, Leipzig 04.09.-06.09.2011

PFLEGE + HOMECARE LEIPZIG - Trade fair and congress for professional nursing and home care services. Leipzig 27.09.-29.09.2011

models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig 30.09.-03.10.2011

Mitteldeutsches Bauforum - Central German Construction Forum, Leipzig 12.10.-14.10.2011

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 12.10.-14.10.2011

efa - Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig 12.10.-14.10.2011

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics, Orthopaedic Footwear Technology, Compression Therapy and Rehabilitation Technology, Leipzig 16.05.-18.05.2012

denkmal - European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig 25.10.-27.10.2012

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Maadebura

25.02.-27.02.2011

Lohse-Paarmann GbR

Mittelständischer Unternehmertag - Exhibition of medium sized business. Leipzia 20.10.2011

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Niederbayern-Schau Landshut - Regional Exhibition, Landshut 01.10.-09.10.2011

Passauer Frühling, DreiLänderMesse - Regional Exhibition, Passau 17.03.-25.03.2012

Messe Hof - Regional Exhibition, Hof 21.04 - 29.04.2012

Neue Messe Rosenheim - Regional Consumer Goods Exhibition, Rosenheim Oktober 2012

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach 19.03.-27.03.2011

Maadebura

Messe Magdeburg

Ausstellungs- und Tagungszentrum (MVGM) MAGDEBOOT - Trade Fair for new and used boats,

equipment and water sports, Magdeburg 11.03.-13.03.2011

AIR MAGDEBURG - trade fair for sport and business aviation, Magdeburg 31.08.-02.09.2012

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition 19.03.-27.03.2011

Mannheim

MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Trade Show for Private and Commercial Equipment, Consumer Goods, Handicraft and Agriculture with Prefabricated Houses and Building Show, Mannheim 30.04 - 10.05.2011

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution. Materials Handling and Information Flow, Stuttgart

• 08.02.-10.02.2011

GHM Gesellschaft für Handwerksmessen mbH

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 19.01.-21.01.2011

opti - International Trade Show for Trends in Optics. Munich 28.01.-30.01.2011

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich 16.03.-22.03.2011

INTERNATIONALE HANDWERKSMESSE - The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich 16.03.-22.03.2011

metall München - metal München, European Specialist Trade Fair for Metalworking in Industry and Trade. Munich

16.03.-19.03.2011

DACH+HOLZ International - ROOF+TIMBER International Trade Fair for timber construction and interior works, roof and wall, Stuttgart

+ 31.01.-03.02.2012

IFH/Intherm - Trade Fair for Sanitation, Heating, Air-conditioning, Renewable Energies, Nuremberg 18.04.-21.04.2012

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners. Munich 16.09 - 21.09.2012

Messe München GmbH

BAU - World's Leading Trade Fair for Architecture. Materials, Systems, Munich

17.01.-22.01.2011

ispo - the international sports business network, Munich

• 06.02.-09.02.2011

f.re.e - The new C-B-R - Leisure and Travel, Munich

23.02.-27.02.2011

inhorgenta - International Trade Fair for Jewellery, watches, design, gemstones and technology, Munich

25.02.-28.02.2011

TRANSPORT LOGISTIC - International exhibition for logistics, mobility, IT and supply chain management. 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

EXPO REAL - International Trade Fair for Commercial Property and Investment, Munich

• 04.10.-06.10.2011

productronica - International trade fair for innovative electronics production, Munich

15.11.-18.11.2011

analytica - International Trade Fair for Instrumental Analysis, Laboratory Technology and BioTechnologies with analytica Conference, Munich

• 17.04.-20.04.2012

IFAT ENTSORGA - World's leading Trade Fair for Water. Sewage, Waste and Raw Materials Management, Munich

• 07.05.-11.05.2012

CERAMITEC - Technologies - Innovations - Materials, Munich

22.05.-25.05.2012

AUTOMATICA - International Trade Fair for Automation and Mechatronics. Munich

12.06.-15.06.2012

GOLF EUROPE - International Trade Fair for Golf. Munich

September 2012

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich 16.10.-18.10.2012

electronica - components / systems / applications, Munich

13.11.-16.11.2012

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

15.04.-21.04.2013

drinktec - World's Leading Fair for Beverage and Liquid Food Technology, Munich

• 16.09.-20.09.2013

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

Juli 2014

MunichExpo Veranstaltungs GmbH

MATERIALICA - International Trade Fair for Materials Applications, Surface Technology and Product Engineering, Lightweight Design for new Mobility, Munich

18.10.-20.10.2011

eCarTec - International Trade Fair for Eletric Mobility, Join the eMobility, München 18.10.-20.10.2011

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF - EstrichParkettFliese - International trade fair for floor works, Feuchtwangen 30.06.-02.07.2011

easyFairs Deutschland GmbH

easyFairs SCHÜTTGUT - Trade show for solids technologies in processing industries, Dortmund 18.05.-19.05.2011

Münster

Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX - international police meeting and exhibition, Münster

12.04.-14.04.2011

frühling blumen freizeit - Spring - Flowers and Leisure fair, Münster 01.02.-05.02.2012

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 16.01.-19.01.2011

Freizeit-Messe Nürnberg - Leisure Fair, Nuremberg 02.03.-06.03.2011

afa - Consumer Trade Fair for Lifestyle with Building and Living, Augsburg 02.04.-10.04.2011 Mainfranken-Messe Würzburg - Consumer & Sales Exhibition, Lifestyle, Würzburg 01.10.-09.10.2011

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg 18.10.-21.10.2011

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair 'Ideas - Inventions -New Products', Nuremberg 26.10.-01.11.2011

GrindTec - International Trade Fair for Grinding Technology, Augsburg 14.03.-17.03.2012

NürnbergMesse GmbH

BioFach + Vivaness - World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg 16.02.-19.02.2011

embedded world - Exhibition&Conference, Nuremberg 01.03.-03.03.2011

IWA & OutdoorClassics - High performance in target sports, nature activities, protecting people, Nuremberg 11.03.-14.03.2011

Werkstätten: Messe - Exhibition of products and services: Workshops for persons with disabilities present ther excellence, variety and quality, Nuremberg 17.03.-20.03.2011

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg 29.03 -31.03.2011

ALTENPFLEGE - Leading Exhibition for the Care Sector, Nuremberg

+ 12.04.-14.04.2011

mailingtage - DIALOGUE CONNECTS, Nuremberg 08.06.-09.06.2011

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 22.06.-25.06.2011

POWTECH + TechnoPharm - International Trade Fair for Mechanical Processing Technologies and Instrumentation + International Trade Fair for Life Science Process Technologies Pharma - Food -Cosmetics, Nuremberg 11.10.-13.10.2011 Brau Beviale - Raw Materials - Technologies - Logistics - Marketing, Nuremberg 09.11.-11.11.2011

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 17.01.-19.01.2012

fensterbau/frontale + HOLZ-HANDWERK - International Trade Fair Window, Door and Facade/Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg 21.03.-24.03.2012

GaLaBau - International Trade Fair for Urban Green and Open Spaces/Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg 12.09.-15.09.2012

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg 25.09.-27.09.2012

Chillventa - International Trade Fair Refrigeration, Air Conditioning and Ventilation - Heat Pumps, Nuremberg 10.10.-12.10.2012

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair Nürnberg 03.02.-08.02.2011

Offenbach

Messe Offenbach GmbH

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles

25.03.-27.03.2011

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles

• 24.09.-26.09.2011

Offenburg

Messe Offenburg-Ortenau GmbH

Badische Weinmesse - Regional Wine Exhibition, Offenburg 07.05.-08.05.2011

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair 24.09.-03.10.2011

Reutlingen

REECO GmbH

CEP CLEAN ENERGY & PASSIVEHOUSE - International Trade Fair for Renewable Energy and Passive House, Stuttgart 10.02.-12.02.2011

RENEXPO® - 12th International Energy trade fair, Augsburg

22.09.-25.09.2011

DENEX® - Trade Fair and Conference for Decentralized Energy Systems and Energy Efficient Building and Renovation, Wiesbaden 17.11.-18.11.2011

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 25.03.-27.03.2011

Stuttgart

BLICKFANG GmbH

BLICKFANG - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 11.03.-13.03.2011

Landesmesse Stuttgart GmbH

CMT - Die Urlaubsmesse - The Holiday Exhibition - International exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart 15.01.-23.01.2011

MEDIZIN - Medical trade fair and congress, Stuttgart 28.01.-30.01.2011

didacta - The Trade Fair for Education and Training, Stuttgart 22.02.-26.02.2011

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart 10.03.-13.03.2011

INVEST - The trade fair for institutional and private investors, Stuttgart 18.03.-20.03.2011

NewCome - Exhibition and state congress about freelancing, Stuttgart 01.04.-02.04.2011

GARTEN - outdoor ambiente, Stuttgart 14.04.-17.04.2011

Slow Food - The market for good taste, Stuttgart 14.04.-17.04.2011

International mineral and fossil exchange, Stuttgart 15.04.-17.04.2011

FACHDENTAL Leipzig - Show for dental surgeries and laboratories, Leipzig 16.09.-17.09.2011

SÜFFA - Trade fair for the butchers' trade, Stuttgart 02.10.-04.10.2011

FACHDENTAL Südwest - Specialist exhibition of the southwest German dental industry, Stuttgart 14.10.-15.10.2011

südback - Trade fair for the bakery and confectionery trades, Stuttgart 22.10.-25.10.2011

ANIMAL - Exhibition for pet ownership, Stuttgart 04.11.-06.11.2011

PFERD STUTTGART - The trade fair for horses and riding, Stuttgart 04.11.-06.11.2011

VISION - International trade fair for machine vision, Stuttgart 08.11.-10.11.2011

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Stuttgarter MesseHerbst, Stuttgart 12.11.-20.11.2011

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition with International mineral and fossil exchange (11-13 Nov. 2011), Stuttgart 12.11.-20.11.2011

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst -South Germany's large exhibition for computers and electronics, Stuttgart 17.11.-20.11.2011 KREATIV- & BASTELWELT / Stuttgarter MesseHerbst - South Germany's largest creative trade fair, Stuttgart 17.11.-20.11.2011

MODELLBAU SÜD / Stuttgarter MesseHerbst - South Germany's large exhibition for modelmaking and model railways, Stuttgart 17.11.-20.11.2011

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter MesseHerbst - South Germany's large exhibition for games, Stuttgart 18.11.-21.11.2011

TV TecStyle Visions - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart 02.02.-04.02.2012

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and café with GELATISSIMO, Stuttgart 11.02.-15.02.2012

R + T - Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart 28.02.-03.03.2012

FAIR HANDELN - International exhibition on globally responsible and sustainable trade and activities, Stuttgart

12.04.-15.04.2012

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart

22.05.-24.05.2012

LASYS - International trade fair laser material processing, Stuttgart 12.06.-14.06.2012

AMB - International exhibition for metal working, Stuttgart 18.09.-22.09.2012

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy, wellness, Stuttgart 09.10.-12.10.2012

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart 24.04.-27.04.2013

SACHSENBACK - Trade fair for the bakery and confectionery trades, Dresden 13.04-15.04.2013

Mesago Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt

22.02.-24.02.2011

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics - International Exhibition and Conference, Nuremberg 03.05.-05.05.2011

PCIM Europe - Power Electronics, Intelligent Motion and Power Quality - International Exhibition and Conference, Nuremberg 17.05.-19.05.2011

Mesago Messemanagement GmbH

SPS/IPC/DRIVES - System Integration in Micro Electronics - International Exhibition and Conference, Nuremberg 22.11.-24.11.2011

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 build. with show park for housing, Villingen-Schwenningen 18.06.-26.06.2011

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach 28.05 - 05.06.2011

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies, Nuremberg 17.05.-20.05.2012

Wunstorf

AMA Service GmbH

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 07.06.-09.06.2011

Wuppertal

HIGH END SOCIETY

HIGH END® - THE BEST SOUND. THE BEST PICTURE., Munich 19.05.-22.05.2011

Hongkong/SVR

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hong Kong/SAR 10.01.-13.01.2011

HKTDC Hong Kong Toys & Games Fair, Hong Kong/SAR

• 10.01.-13.01.2011

HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong/SAR

• 17.01.-20.01.2011

Hong Kong International Jewellery Show, Hong Kong/SAR

• 04.03.-08.03.2011

HKTDC Hong Kong Electronics Fair - Spring Edition, Hong Kong/SAR

13.04.-16.04.2011

HKTDC Hong Kong Houseware Fair, Hong Kong/SAR

• 20.04.-23.04.2011

HKTDC Hong Kong Gifts & Premium Fair, Hong Kong/SAR

• 27.04.-30.04.2011

HKTDC Hong Kong Watch & Clock Fair, Hong Kong/SAR

• 07.09.-11.09.2011

HKTDC Hong Kong Electronics Fair - Autumn Edition, Hong Kong/SAR

13.10.-16.10.2011

electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies, Hong Kong/SAR

13.10.-16.10.2011

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong/SAR 27.10.-30.10.2011

HKTDC Hong Kong Optical Fair, Hong Kong/SAR

03.11.-05.11.2011

Verona

Ente Autonomo per le Fiere di Verona

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona

• 02.03.-06.03.2011

VINITALY/SOL/Enolitech - International Exhibition of Wine & Spirits,Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

• 07.04.-11.04.2011

PULIRE - International Exhibiton of Machines, Equipment, Products, Systems for Industrial Cleaning, Verona 24.05.-26.05.2011

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 15.10.-19.10.2011

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona

• 21.09.-24.09.2011

BUS & BUS Business - International Exhibition of Bus & Coach Oktober 2012

Fieragricola - International agri-business show, Verona

02.02. - 05.02.2012

EUROCARNE - International Exhibition for the Meat Industry, Verona

Mai 2012

SIAB - International Exhibition for Bakery, Pastry, Confectionery, Fresh Paste and Pizza, Verona Mai 2012

More information ---- www.fkm.de



