



Certified Exhibition Data 2012



The FKM in 2012

In 2012, there was a small increase in comparison to the previous year in the number of exhibitions certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

GJC InterMedia GmbH, Berlin, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messe Niederrhein GmbH, Lohse-Paarmann-Unternehmertage GbR, Mannheimer Ausstellungs-GmbH, Südwest Messe- und Ausstellungs-GmbH, Koelnmesse Ausstellungen GmbH and HIGH END SOCIETY, Wuppertal are no longer members.

Currently 57 organisers in Germany are partners of FKM. In 2012, a total of 220 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 17 exhibitions certified.

Essentially, every FKM certification takes basic data on exhibitors who have their own stands, exhibitors' 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 exhibitions, 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 80 % 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 these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting exhibitions over other marketing instruments.

Since 2012: certification instead of auditing

As of 2012 auditing by FKM is defined as certification, thereby underlining the role of FKM as a voluntary, customer-oriented auditing organisation.

Accordingly, FKM has put together a communications concept which has been implemented since spring 2010. As of early 2012 all members are obliged to comply with the new set of rules, which were agreed in late 2009.

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

FKM has redesigned its website at www.fkm.de. It presents certified exhibitor and visitor statistics and the rules based upon which they have been obtained, offers tips for making use of data and has information on FKM's role as a provider of services for everyone involved with exhibitions.

The logo has been changed and in it, the green checkmark now gives certified, quality trade fair data the thumbs up!

International Exhibition Transparency

FKM and other European auditing companies jointly compiled the brochure entitled Euro Fair Statistics, which since 2010 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 23 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de.

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



Wolfgang Marzin
(Chairman)

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Locations

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



Status: June 2013

Auditor's Certificate

A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to check whether the statistics reported for the registered events conform to FKM's criteria for certifying trade fair and exhibition statistics. 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 to the certification criteria laid down by FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

The basis for the audit are the Basic rules for certifying trade fair and exhibition statistics of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).

D. Result

No objections were raised subsequent to our audit, which was carried out as part of certification by FKM.

Cologne, 15th March 2013

Ernst & Young GmbH
Wirtschaftsprüfungsgesellschaft



Josef Klute
Public accountant



Jörg Brüggemann
Public accountant

.....> www.fkm.de



Exhibition Space, Exhibitors, Visitors

Space figures

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

Net exhibition space consists of the exhibitor 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 from their own separate 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

The visitor figures are calculated according to the number of entries to the exhibition. 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 who do not employ admissions monitoring system must supply proof of visitor admission by retaining the ticket counterfoils or through documentation of registrations. The counterfoils of tickets issued by the ticket offices need not be retained as the ticket office takings supply sufficient proof.

FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative surveys. 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 analysis were not carried out for exhibitions of 2012 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-Certification

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Augsburg																				
Arbeitsschutz aktuell – Safety and Health	2	3	6.621	940			7.561	411	7.972	22.000	212	35	247	13				10.144	357	10.501 *
GrindTec – Int. Trade Fair for Grinding Technology	2	4	11.847	4.157			16.004	96	16.100	29.400	280	145	425	25				9.784	3.805	13.589 *
RENEXPO – Int. Energy Trade Fair	1	4	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13						13.652 *
Bad Salzuflen																				
FMB – The Supplier Show for the Machinery Industry	1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11	1	12	4.354	101	4.455
ZOW – Components and Accessories for Furniture and Interior Design	1	4	9.996	7.249			17.245		17.245	32.900	355	307	662	35	4	5	9	11.306	6.435	17.741
Berlin																				
bautech	2	5	10.740	1.042	66		11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	37.198 *
belektro	2	3	9.791	246			10.037	1.195	11.232	24.300	228	14	242	10						15.153 *
FRUIT LOGISTICA	1	3	8.815	50.419			59.234	448	59.682	109.200	262	2.271	2.533	83				13.229	44.791	58.020 *
Import Shop	1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54				37.988	736	38.724 *
InnoTrans	2	4	38.044	48.882	5.355	2.504	94.785		94.785	161.400	1.085	1.430	2.515	49				60.533	65.577	126.110 *
International Green Week	1	10	33.712	14.217			47.929	7.206	55.135	115.000	1.059	517	1.576	56				418.326	8.102	426.428
ITB – Travel trade show	1	5	28.810	59.937	146		88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.348 *
Moderner Staat – Public Administration	1	2	2.619	159			2.778	375	3.153	8.400	157	4	161	5	35		35			3.057 *
Bernburg-Strenzfeld																				
DLG Field Days	2	3	709	124	100.147	2.288	103.268	533	103.801	186.800	283	42	325	15				20.584	1.888	22.472 *
Bopfingen																				
KWF – Expo – Forest Machinery and Innovation DemoFair	4	4	1.430	187	59.957	13.961	75.535	20.300	95.835	147.100	381	153	534	26				45.778	4.528	50.306
Bremen																				
BOATFIT	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7				9.497	264	9.761 *
Bremen Classic Motorshow	1	3	18.631	1.440			20.071	1.193	21.264	45.100	566	53	619	10				35.560	1.911	37.471 *
CARAVAN	1	3	9.662	120			9.782		9.782	14.800	68	3	71	4						27.937 ¹⁾
CARAVAN / Reiselust	1	3	12.579	434			13.013	362	13.375	24.100	316	30	346	17						34.195
fish international	2	3	3.188	973			4.161	1.775	5.936	14.600	153	84	237	23				4.782	975	5.757 *
HanseLife	1	9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11						73.160 *
RAD + OUTDOOR	1	2	3.668	125	55		3.848	3.658	7.506	14.600	152	6	158	4						12.141 *
Reiselust – Tourism fair	1	3	2.917	314			3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.715 ^{*)}
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.314	50	68		3.432	260	3.692	8.400	216	3	219	3	40		40			7.522 *
mtex / LiMA	2	3	942	56			998	44	1.042	5.000	76	6	82	6	6	2	8			1.211
SIT – Saxon Industry and Technology Trade Fair	2	3	1.939		100		2.039	574	2.613	7.500	147	3	150	4	8		8			1.800 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of CARAVAN/

Reiselust. Multiple answers were permitted

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures					
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 100		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from										
		Domestic	Foreign	Domestic	Foreign	Total	Domestic					Foreign	Total							countries		
Dortmund																						
DKM – Finance and insurance			1	2	9.044	208			9.252	9.252	23.200	281	8	289	7				12.419	160	12.579	
easyFairs SCHÜTTGUT			2	2	5.758	568			6.326	6.326	13.400	314	39	353	9				3.873	427	4.300	
Inter-tabac			1	3	8.100	4.596			12.696	285	12.981	28.600	166	196	362	45	3 3		5.500	3.104	8.604 *	
START Nordrhein-Westfalen			1	2	961	40	24	1.025	582	1.607	3.800	110	4	114	5	15	1	16	2.842	15	2.857	
Dresden																						
aktiv+vital with bike+outdoor			1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6				9.733		
Dresdner Ostern – Garden, pet and handicraft fair			1	4	7.360	234	200	7.794	3.700	11.494	19.100	294	22	316	7				48.779			
Düsseldorf																						
ALUMINIUM			2	3	13.078	22.559			35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508 *
BEAUTY			1	3	20.507	2.883			23.390	5.055	28.445	78.400	525	110	635	26				42.914	4.141	47.055 *)
BEAUTY/TOP HAIR INTERNATIONAL			1	4	25.280	3.622			28.902	8.718	37.620	104.100	652	140	792	26				72.356		
boot			1	9	46.702	42.517	67	100	89.386	14.113	103.499	214.200	948	718	1.666	60				204.761	41.939	246.700 *
CARAVAN SALON			1	10	62.155	21.565	922	257	84.899	3.529	88.428	133.000	354	162	516	24				142.430	22.994	165.424
CARAVAN SALON/TourNatur			1	10	65.801	21.947	922	257	88.927	5.029	93.956	147.800	536	223	759	31				175.778		
Composites Europe			1	3	5.234	2.477			7.711	754	8.465	16.400	246	146	392	26				5.122	3.009	8.131 *
drupa – print media messe			4	14	59.514	105.235	410	165.159	1.410	166.569	241.800	613	1.231	1.844	52				125.699	188.549	314.248 *	
EuroCIS			1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25				3.990	2.415	6.405 *
GDS (Spring)			1	3	15.891	22.397			38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	22.537 *)
GDS (Autumn)			1	3	15.496	22.282			37.778	4.609	42.387	79.500	289	596	885	38				11.274	9.262	20.536 *)
GDS/Global Shoes (Spring)			1	3	15.941	32.622			48.563	4.884	53.447	99.500	291	923	1.214	45				23.223		
GDS/Global Shoes (Autumn)			1	3	15.552	32.845			48.397	4.953	53.350	105.200	290	969	1.259	42				20.601		
glasstec with solarpeq			2	4	21.077	39.243	133	60.453	7.275	67.728	123.600	397	778	1.175	54				17.602	24.812	42.414 *	
GLOBAL SHOES (Spring)			1	3	50	10.225			10.275	240	10.515	20.000	1	356	357	13				2.949	4.670	7.619 2)
GLOBAL SHOES (Autumn)			1	3	56	10.563			10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	8.012 2)
IMA – Amusement and Vending Machines			1	4	10.839	1.762			12.601	405	13.006	21.000	110	31	141	13	1	9	10	8.979	596	9.575 *
InterCool			2	4	4.094	1.857			5.951		5.951	9.000	116	66	182	14				2.761	1.448	4.209 *)
InterMeat			2	4	3.092	1.389			4.481	432	4.913	8.000	86	59	145	14				3.140	1.676	4.816 *)
InterMopro			2	4	2.940	1.259			4.199	284	4.483	8.000	57	55	112	13				3.672	1.103	4.775 *)
MEDICA / COMPAMED			1	4	50.088	77.681	451	128.220	2.427	130.647	250.100	1.356	3.880	5.236	66				55.653	70.832	126.485 *	
METAV			2	5	24.362	11.717			36.079		36.079	59.800	485	204	689	26				36.801	3.863	40.664 *
ProWein			1	3	15.830	27.512			43.342	1.561	44.903	83.700	828	3.153	3.981	47	35	196	231	26.637	14.030	40.667 *
PSI – Promotional Product Industry			1	3	19.139	16.627	130	35.896	1.299	37.195	62.200	531	476	1.007	29				7.209	8.958	16.167 *	
REHACARE INTERNATIONAL			1	4	23.313	8.191	98	31.602		31.602	73.100	531	330	861	33				44.019	6.059	50.078 *	
TOP HAIR International Trend & Fashion Days			1	3	4.773	739			5.512	3.663	9.175	25.700	127	30	157	11				28.366	2.135	30.501 *)
TourNatur			1	3	3.646	382			4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648 *)
Tube			2	5	16.773	31.704			48.477	602	49.079	86.100	327	851	1.178	48				15.770	18.889	34.659 *)

+ Events with changing venues

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

* Visitors Profil Analyses see page 26 ff.


¹⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP

HAIR international. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll

in the combination of CARAVAN SALON/TourNatur. Multiple answers were permitted

⁴⁾ ascertained by a representative poll

			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
VALVE WORLD EXPO	2	3	3.625	11.937			15.562		15.562	32.700	130	461	591	37				3.311	7.267	10.578 *
• wire	2	5	16.292	41.077			57.369	955	58.324	96.100	338	975	1.313	50				15.226	23.321	38.547 *)
Erfurt																				
Grüne Tage Thüringen – Agricultural fair	2	3	5.021	91	7.625		12.737	3.702	16.439	33.400	264	4	268	4				23.765	143	23.908 *
Haus.Bau.Energie – House building, living and modernizing	1	3	2.123	61	241		2.425	144	2.569	6.700	145	4	149	4						4.328 *
inoga with IKA/Culinary Olympics	2	4	3.447	555	38		4.040	4.158	8.198	23.600	165	22	187	14				14.560	1.967	16.527 *
Rapid.Tech	1	2	675	42			717	63	780	2.600	63	3	66	4				1.130	152	1.282 *
Reiten – Jagen – Fischen – Riding, hunting and fishing	1	3	5.175	342	916		6.433	1.925	8.358	15.700	191	18	209	12						20.898 *
Thüringen-Ausstellung -Handicraft and consumer goods exhibition	1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74			71.928 *
Essen																				
DEUBAU	2	5	17.751	1.537			19.288	498	19.786	53.000	526	54	580	15				53.432	1.881	55.313 *
E-world energy & water	1	3	18.093	3.266			21.359	725	22.084	44.000	499	114	613	19				18.508	2.814	21.322 *
• FIBO	1	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7	6	13	65.924	10.289	76.213 *
HAUS GARTEN GENUSS – Consumer goods exhibition	1	5	7.036	404			7.440	1.333	8.773	27.500	280	15	295	9				44.360	403	44.763 *
IPM – Plants, technical equipment, floristry, sales promotion	1	4	19.915	23.225			43.140	3.994	47.134	105.000	603	912	1.515	44				39.381	20.197	59.578 *
MODE-HEIM-HANDWERK – Consumer goods exhibition	1	9	10.230	797			11.027	5.967	16.994	50.500	668	37	705	14						139.578 *
REIFEN – No. 1 in tires and more	2	4	15.286	15.836	957		32.079	200	32.279	56.000	220	447	667	43				8.936	9.413	18.349 *
SECURITY – Security & Fire Prevention	2	4	27.443	9.927	293		37.663	124	37.787	78.000	575	463	1.038	40				23.874	12.856	36.730 *
SHK Essen – Sanitary, heating, air conditioning, renewable energies	2	4	29.837	1.964			31.801		31.801	70.900	508	52	560	12				49.453	2.114	51.567 *
The NRW Holiday fair	1	5	30.337	2.189	32.526	2.724	35.250	50.500	930	258	1.188	32								92.603 *
Frankfurt/Main																				
• Ambiente	1	5	67.336	121.664			189.000	2.404	191.404	331.700	1.122	3.408	4.530	88				72.153	65.905	138.058 *
• Automechanika	2	6	59.613	101.009	13.861	3.839	178.322	643	178.965	294.300	858	3.739	4.597	74				66.947	80.768	147.715 *
• Christmasworld	1	5	23.355	30.860			54.215	1.304	55.519	98.600	260	683	943	40				14.676	16.798	31.474 *)
Creativeworld	1	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24				4.114	3.067	7.181 *)
FACILITY MANAGEMENT	1	3	2.558	61			2.619	207	2.826	6.300	125	7	132	5				4.856	191	5.047
Hair & Beauty	1	2	3.605	751			4.356	2.139	6.495	23.300	119	40	159	13				13.633	290	13.923 *
• Heimtextil	1	4	25.804	90.245			116.049	3.911	119.960	202.500	332	2.269	2.601	61				23.592	43.859	67.451 *
Light + Building	2	6	73.928	62.997	41	931	137.897	5.722	143.619	235.000	903	1.399	2.302	53				108.767	86.815	195.582 *
• Musikmesse	1	4	19.004	23.969	275	177	43.425	1.700	45.125	107.900	573	965	1.538	51				44.699	23.888	68.587 *)
• Paperworld	1	4	18.156	37.047			55.203	1.536	56.739	123.000	361	1.429	1.790	65				18.030	29.856	47.886 *)
• ProLight + Sound	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41				23.568	17.326	40.894 *)
• Tendence	1	5	38.440	28.570			67.010	1.427	68.437	130.600	845	1.013	1.858	67				36.422	9.055	45.477 *
• Texcare	4	5	7.875	11.585			19.460	99	19.559	30.700	95	167	262	26				7.605	8.045	15.650 *
+ • viscom frankfurt	2	3	6.376	2.240	47		8.663	1.429	10.092	18.800	220	110	330	26				9.726	2.349	12.075 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

1) ascertained by a representative poll

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
Freiburg																
● INTER BRUSH	4	3	3.028	6.748			9.776	21.500	42	155	197	27				1.562 3.492 5.054 *
Hamburg																
AIRCRAFT INTERIORS EXPO	1	3	5.291	11.387			16.678	600 17.278 30.000	188	348	536	28				4.769 3.106 7.875
DU UND DEINE WELT	1	9	16.366	1.120	32		17.518	5.247 22.765 45.200	426	40	466	17				81.141 *
GET Nord	2	3	20.944	650	12		21.606	2.767 24.373 49.400	469	29	498	12	3		3	37.955 775 38.730 *
hanseboot	1	9	21.329	6.262	24		27.615	8.202 35.817 66.800	509	122	631	20				74.375 4.079 78.454 *
HANSEPFERD	2	3	11.331	1.601	303 90		13.325	9.778 23.103 46.800	399	58	457	15	1	1	2	42.699 694 43.393 *
INTERNORGA	1	6	46.511	6.509	741 16		53.777	53.777 89.400	931	191	1.122	26	17		17	91.582 3.028 94.610 *
NORTEC	2	4	7.396	250			7.646	585 8.231 18.300	318	31	349	12				8.807 152 8.959 *
REISEN HAMBURG	1	5	18.824	2.401	72		21.297	1.659 22.956 45.200	604	195	799	46	20	1	21	59.521 845 60.366 *
● SMM	2	4	25.675	27.944	853 758		55.230	55.230 91.600	696	1.385	2.081	62	7	14	21	33.691 14.715 48.406 *
Hannover																
ABF	1	9	35.228	965	297		36.490	1.500 37.990 94.100	777	44	821	16				123.078 *
+ ALTENPFLEGE	2	3	21.658	640			22.298	1.971 24.269 66.100	597	36	633	17				30.926 *
BioEnergy Decentral	2	4	13.622	1.435	735 365		16.157	1.444 17.601 39.000	425	52	477	14				31.335 7.019 38.354 *
● CeBIT	1	5	121.206	33.313	669 39		155.227	8.139 163.366 260.600	1.862	1.711	3.573	70				260.480 51.099 311.579 *
+ didacta – The Education Trade Fair	1	5	32.449	681	62		33.192	1.430 34.622 63.800	729	45	774	14				80.474 895 81.369 *
● DOMOTEX	1	4	22.323	69.667			91.990	3.969 95.959 168.400	233	1.129	1.362	58				20.882 24.911 45.793 *
● EuroBLECH	2	5	46.388	37.658			84.046	84.046 141.100	781	724	1.505	39				39.782 20.403 60.185 *
● EuroTier with BioEnergy Decentral	2	4	74.362	45.834	735 365		121.296	3.855 125.151 251.400	1.282	1.146	2.428	51	14	27	41	122.320 37.576 159.896 *
● HANNOVER MESSE	1	5	124.007	45.576	970 104		170.657	14.065 184.722 330.800	2.611	2.261	4.872	69				143.558 39.552 183.110 *
Hannover Messe: CoilTechnica		5	1.517	726			2.243	162 2.405 7.100	44	43	87	18				16.121 9.881 26.002 ¹⁾
Hannover Messe: Digital Factory		5	4.486	511			4.997	4.997 9.000	163	26	189	16				31.150 11.698 42.848 ¹⁾
Hannover Messe: Energy		5	26.105	14.641	125 35		40.906	204 41.110 75.700	488	587	1.075	46				79.810 24.380 104.190 ¹⁾
Hannover Messe: Industrial Automation		5	46.537	8.071	224 49		54.881	1.395 56.276 97.700	676	361	1.037	39				90.788 34.093 124.881 ¹⁾
Hannover Messe: Industrial Supply		5	16.536	15.663			32.199	674 32.873 59.300	600	971	1.571	47				45.325 22.426 67.751 ¹⁾
Hannover Messe: IndustrialGreenTec	1	5	2.408	557			2.965	2.965 10.700	83	33	116	12				33.306 9.725 43.031 ¹⁾
Hannover Messe: MobiliTec		5	4.409	207	489		5.105	10.570 15.675 19.100	120	13	133	6				34.105 6.545 40.650 ¹⁾
Hannover Messe: Research & Technology		5	7.242	1.233	132		8.607	442 9.049 15.900	290	115	405	16				40.483 11.154 51.637 ¹⁾
Infra	1	9	30.666	2.388	557 48		33.659	1.956 35.615 94.200	1.209	110	1.319	29				188.863 *
+ INTERGEO	1	3	8.105	4.287	100 402		12.894	821 13.715 28.000	328	204	532	32				11.105 4.714 15.819 *
Pferd & Jagd – Equestrian sports, hunting and fishing	1	4	21.718	1.797	60		23.575	7.552 31.127 80.700	716	79	795	22				75.755 *
Promotion World	1	5	1.979	147			2.126	273 2.399 6.300	92	8	100	8				11.801 2.115 13.916 ¹⁾
Hof																
Oberfranken-Ausstellung Hof – Regional Exhibition	2	9	4.261	99	2.079 41		6.480	726 7.206 12.000	212	10	222	7	11		11	36.176

+ Events with changing venues were permitted

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

* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)									Exhibitor figures						Visitor figures		
			Exhibitor stand space									Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)	
For the complete titles see pp. 100	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total from countries		Domestic Foreign Total			Domestic Foreign Total		
			Domestic	Foreign	Domestic	Foreign														
Husum																				
HUSUM WindEnergy	2	5	20.399	8.420	1.127	340	30.286	9.493	39.779	55.900	745	378	1.123	28				20.740	9.275	30.015 *
New Energy Husum	1	4	5.634	548	630	9	6.821	271	7.092	16.000	225	43	268	12				12.810	2.115	14.925 *
Nord Gastro & Hotel	1	2	4.142	54			4.196		4.196	8.900	170	4	174	3						4.593 *
Idar-Oberstein																				
INTERGEM	1	4	2.405	178			2.583	150	2.733	5.000	131	13	144	9						2.536
Karlsruhe																				
INVENTA	1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7						20.627 *
IT-TRANS	2	3	1.330	946			2.276	1.379	3.655	12.500	82	59	141	23				1.017	1.134	2.151 *
LEARNTEC	1	3	1.910	315			2.225		2.225	10.000	171	30	201	11				5.253	306	5.559 *
Kempten																				
Allgäuer Festwoche – Rural tradition exhibition	1	9	5.293	275	3.276	30	8.874	675	9.549	24.700	335	21	356	5						100.582 *
Köln																				
Anuga FoodTec	3	4	36.522	26.179			62.701	2.595	65.296	117.800	639	652	1.291	41	14	15	29	19.311	23.780	43.091 *
dmexco – Digital Marketing Exposition & Conference	1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17				19.698	3.221	22.919
h+h cologne	1	3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34				8.219	3.134	11.353
imm cologne – The international furnishing show / LivingInteriors	1	7	68.852	68.451			137.303	3.255	140.558	235.800	413	660	1.073	50	47	43	90	86.621	29.377	115.998 *
Internationale Eisenwarenmesse – Intern. hardware fair	2	4	21.770	45.827			67.597	338	67.935	142.000	387	2.276	2.663	50				19.883	28.050	47.933 *
ISM – International Sweets and Biscuits Fair	1	4	13.200	31.974			45.174	618	45.792	99.300	218	1.143	1.361	63	10	21	31	14.764	24.063	38.827 *
Kind + Jugend – The Trade Show for Kids’ First Years	1	4	16.260	33.301			49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	21.301 *
ORGATEC	2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31	9	40	26.007	22.430	48.437 *
ProSweets Cologne	2	4	3.867	5.020			8.887	320	9.207	20.000	134	194	328	32	4		4	8.036	8.456	16.492 *
spoga horse (spring)	1	3	3.798	3.953			7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.113 *
spoga+gafa / spoga horse (autumn)	1	3	30.763	77.270	252		108.285	3.220	111.505	223.300	374	1.570	1.944	55	12	37	49	15.177	20.174	35.351 *
Leipzig																				
CADEAUX – February	1	3	7.819	430			8.249	519	8.768	25.600	254	22	276	11	3		3			7.836
CADEAUX – September/Comfortex	1	3	11.892	1.035			12.927	1.207	14.134	40.600	397	56	453	14	5	3	8			9.395 *
denkmal	2	3	5.999	2.260			8.259	213	8.472	18.900	344	115	459	14	2	1	3	10.932	1.161	12.093 *
FACHDENTAL Leipzig – Dental surgeries and laboratories	1	2	3.857	420			4.277	181	4.458	10.000	205	23	228	11	1	2	3			4.214 *
HAUS-GARTEN-FREIZEIT – Home – Garden –Leisure/ Central German Handicrafts Fair/Beach & Boat	1	9	25.515	1.899			27.414	8.331	35.745	82.700	1.085	84	1.169	17	1		1			170.015 *
Industrial Exhibition of Leipzig Veterinary Congress	2	3	2.786	105			2.891	300	3.191	7.000	173	7	180	6	2		2	8.444	856	9.300 *
MIDORA	1	3	3.345	157			3.502	90	3.592	10.500	120	7	127	4						1.938 *

+ Events with changing venues

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* Visitors Profile Analyses see page 26 ff.

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
Mittelständischer Unternehmertag	1	1	1.202 43	60	1.305		1.305 6.950		134	3	137	3				1.456
modell-hobby-spiel – Modelling, Model Railways, Creative Art and Play	1	3	17.869 974	450	19.293	16.849	36.142 84.000		541	52	593	14	2	1	3	95.143 *
ORTHOPÄDIE & REHA-TECHNIK	2	4	11.583 4.488		16.071	1.352	17.423 41.000		289	247	536	39				11.811 7.057 18.868 *
Touristik & Caravaning International / abgefahren – bike and triathlon	1	5	33.356 1.544		34.900	5.411	40.311 71.100		871	158	1.029	39	132	44	176	61.959
Magdeburg																
AIR MAGDEBURG	2	3	1.460 180	2.109	3.749	1.280	5.029 9.100		68	4	72	5				4.507
LBA – Regional Building Trade Exhibition Saxony-Anhalt	1	3	1.976 12	160	2.148	405	2.553 6.250		124	1	125	2	1		1	5.173
MAGDEBOOT	1	3	3.615 41	582	4.238	120	4.358 9.800		111	3	114	4				6.443
Mainz																
Rheinland-Pfalz-Ausstellung – Regional exhibition	1	9	11.314 511	2.652	14.477	2.568	17.045 27.600		706	18	724	8				70.549 *
München																
● Analytica	2	4	16.650 6.209	120	22.979	2.336	25.315 55.200		662	364	1.026	37	7	7	14	21.123 9.358 30.481 *
● AUTOMATICA	2	4	21.875 3.747		25.622	2.051	27.673 55.000		481	203	684	40				19.580 10.068 29.648 *
● ceramitec	3	4	11.027 8.595		19.622		19.622 35.800		259	354	613	42				8.112 8.621 16.733
eCarTec / MATERIALICA	1	3	8.960 2.460		11.420	2.074	13.494 31.500		362	100	462	21	24	6	30	11.060 1.699 12.759
● electronica	2	4	45.921 34.492		80.413	1.342	81.755 143.000		997	1.672	2.669	50	99	304	403	39.176 33.875 73.051 *
● EXPO REAL – Commercial Property and Investment	1	3	24.773 7.362		32.135	2.355	34.490 64.000		1.265	395	1.660	31	40		40	24.639 9.239 33.878
+ EXPOPHARM	1	4	17.725 2.048		19.773		19.773 33.000		420	94	514	29	21	6	27	19.174 3.927 23.101
● f.re.e – Fair for Leisure and Travel	1	5	18.430 5.714		24.144	8.728	32.872 66.300		719	423	1.142	53	43	8	51	121.684 2.483 124.167 *
iba – World Market for Baking	3	6	37.789 42.836		80.625	1.204	81.829 132.000		518	737	1.255	58				28.619 41.184 69.803 *
● IFAT ENTSORGA	2	5	75.466 35.026	15.168 5.137	130.797	11.000	141.797 217.500		1.783	1.156	2.939	54				74.360 49.840 124.200 *
● inorgenta Munich	1	4	24.698 8.588		33.286	576	33.862 65.000		696	416	1.112	36				20.332 8.599 28.931 *
Internationale Handwerksmesse/Garten München	1	7	28.430 4.752		33.182	2.845	36.027 67.900		932	227	1.159	27	18	1	19	132.992 3.410 136.402 *
● Intersolar Europe	1	3	45.920 40.634	2.529 589	89.672	4.163	93.835 171.600		871	999	1.870	48				37.688 25.304 62.992
● ispo	1	4	27.447 76.883	12	104.342	4.040	108.382 181.000		366	1.971	2.337	45				27.733 50.011 77.744
MAINTAIN	2	3	4.606 335		4.941	237	5.178 9.600		178	24	202	12	5		5	3.044 319 3.363
opti – Intern.Trade Show for Optics & Design	1	3	16.958 4.944		21.902	462	22.364 40.000		283	173	456	27				18.121 4.987 23.108
Nürnberg																
BioFach / Vivaness	1	4	18.260 22.860		41.120	3.731	44.851 86.200		732	1.688	2.420	83				23.591 16.724 40.315 *
Brau Bevale	1	3	24.406 15.921		40.327		40.327 77.000		702	582	1.284	49				20.325 12.485 32.810 *
● Chillventa	2	3	16.640 18.504		35.144	817	35.961 64.600		318	596	914	43				12.663 15.799 28.462 *
embedded world	1	3	13.819 5.348		19.167		19.167 38.000		475	398	873	37				15.943 6.319 22.262 *
Euroguss	2	3	6.251 4.381		10.632	550	11.182 21.500		223	160	383	28				6.216 2.199 8.415 *

+ Events with changing venues


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* Visitors Profile Analyses see page 26 ff.

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms	Entries (Explanations see p. 9)		
For the complete titles see pp. 100	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries					
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total
FachPack	1	3	44.790	9.024			53.814	242	54.056	100.900	1.102	364	1.466	38		29.413 7.573 36.986 *
GaLaBau	2	4	44.312	11.081			55.393	3.092	58.485	107.000	902	253	1.155	32		57.746 4.114 61.860 *
HOLZ-HANDWERK / fensterbau/frontale	2	4	68.759	20.439			89.198	339	89.537	144.300	867	408	1.275	37		73.210 25.763 98.973 *
IFH/INTHERM	2	4	34.788	3.985			38.773	561	39.334	66.700	605	87	692	18	1	44.490 1.047 45.537 *
Interzoo	2	4	19.479	33.409			52.888		52.888	100.000	320	1.219	1.539	53		12.726 24.066 36.792 *
it-sa IT-Security Messe	1	3	3.920	520			4.440	840	5.280	11.500	284	50	334	18		5.831 477 6.308 *
IWA & OutdoorClassics	1	4	14.440	25.739			40.179	753	40.932	74.400	300	904	1.204	54		13.908 22.096 36.004
mailingtage – Trade fair for Customer Dialogue	1	2	5.621	280			5.901	1.160	7.061	16.900	324	21	345	11		6.805 492 7.297 *
PCIM Europe	1	3	5.127	3.183			8.310	144	8.454	16.500	176	188	364	28	18 71	89 4.173 2.706 6.879
SENSOR + TEST	1	3	5.989	1.956			7.945	1.361	9.306	19.000	358	178	536	29		6.410 1.818 8.228 *
SMT / HYBRID / PACKAGING	1	3	12.178	2.370			14.548	467	15.015	27.700	383	182	565	27	11 43	54 16.514 5.838 22.352
Spielwarenmesse – International Toy Fair	1	6	51.278	53.774			105.052	1.381	106.433	160.000	838	1.882	2.720	61	3 2	5 34.321 41.734 76.055 *
SPS/IPC/DRIVES	1	3	54.990	8.943			63.933	312	64.245	106.100	1.029	429	1.458	41	119 78	197 44.401 12.473 56.874
START Bayern	1	2	655	3			658	511	1.169	2.850	71	1	72	2	17 1	18 907
Werkstätten: Messe	1	4	6.733	183			6.916		6.916	13.000	239	8	247	4		18.560
Offenbach																
• I.L.M. Summer Styles – Intern. Leather Goods Fair	1	3	7.703	4.707			12.410	800	13.210	19.700	145	108	253	14		4.583 1.260 5.843 *
• I.L.M. Winter Styles – Intern. Leather Goods Fair	1	3	7.855	4.395			12.250	350	12.600	18.400	146	96	242	15		4.561 1.109 5.670
Offenburg																
Badische Weinmesse – Regional wine exhibition	1	2	1.032	28			1.060	80	1.140	6.000	113	2	115	3		4.276 201 4.477 *
OBERRHEIN-MESSE – Consumer goods fair	1	9	9.082	973	10.129	130	20.314	3.068	23.382	48.900	440	43	483	15	3	3 64.744 *
Passau																
Passauer Frühling DreiländerMesse – Regional exhibition	2	9	7.991	1.499	1.760	40	11.290	1.254	12.544	21.700	343	79	422	7		66.505
Rosenheim																
Neue Messe Rosenheim – Regional exhibition	2	9	5.680	377	2.705		8.762	697	9.459	15.900	282	18	300	7	8	8 25.185
Rostock																
AUTO Trend	1	3	6.688		1.715		8.403	5.280	13.683	19.000	77		77	1		16.761
Stuttgart																
AMB – Intern. exhibition for metal working	2	5	51.787	17.318			69.105	258	69.363	108.100	977	367	1.344	29	35 29	64 77.601 10.582 88.183 *
ANIMAL	1	2	3.422	99			3.521	4.867	8.388	21.600	171	10	181	6		34.421 ¹⁾
BLICKFANG – Furniture, Jewellery and Fashion	1	3	1.750	143			1.893		1.893	3.500	180	47	227	12		1.618
CMT – The holiday exhibition	1	9	49.597	8.705	445		58.747	4.813	63.560	106.800	1.397	540	1.937	70	28 12	40 222.084 2.243 224.327 *
• DACH + HOLZ International – Roof and timber	2	4	30.044	3.332	1.327	26	34.729	796	35.525	66.400	491	115	606	26	2	2 51.071 4.562 55.633 *

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 Messeherbst. Multiple answers were permitted.

* Visitors Profile Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter

			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
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	Domestic	Foreign	Domestic	Foreign																
DIE BESTEN JAHRE – The Exhibition for Staying Active	1	2	1.034	18			1.052	471	1.523	4.900	90	2	92	2						4.729 ¹⁾
FACHDENTAL SÜDWEST – Dental Surgeries and Laboratories	1	2	5.042	386			5.428	140	5.568	11.800	245	27	272	13	1	2	3	6.950	142	7.092 *
FAIR HANDELN – Fairtrade and Globally Responsible Trade and Activities	1	4	1.476	190			1.666	396	2.062	5.300	110	25	135	10				23.006	232	23.238 ²⁾
Familie + Heim / International mineral and fossil exchange	1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21						76.891 *
GARTEN outdoor ambiente	1	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6						55.048 ²⁾
Hobby + Elektronik	1	4	3.803	118	24		3.945	1.411	5.356	10.700	97	2	99	3				48.675	492	49.167 ¹⁾
Interbad	2	4	12.117	5.402	63	40	17.622	852	18.474	35.400	332	176	508	22	7	4	11	11.259	4.164	15.423 *
INTERGASTRA with GELATISSIMO	2	5	39.432	5.010	60	6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924	858	85.782 *
Invest	1	3	4.482	884			5.366	1.871	7.237	20.900	142	35	177	14				13.824	282	14.106 *
International mineral and fossil exchange	1	3	1.561	179			1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.992 ²⁾
IT & Business / DMS Expo	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9		9	7.925	506	8.431 *
Kreativ- & Bastelwelt	1	4	4.444	175			4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.993 ¹⁾
LASYS	2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1		1	4.129	1.164	5.293 *
LogiMat	1	3	25.627	4.980	324	84	31.015	1.004	32.019	62.900	764	150	914	25				26.366	2.703	29.069 *
Medizin	1	3	2.745	92			2.837	284	3.121	10.500	166	8	174	8	2		2	6.543	66	6.609 *
MODELL SÜD – Modelmaking and model railways	1	4	1.332	138			1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.422 ¹⁾
O&S – Int. Trade Fair for Surface Treatments & Coatings	2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19				5.380	1.517	6.897 *
Pflege & Reha	2	3	4.618	202			4.820	192	5.012	10.800	235	11	246	8	13	1	14			6.561 *
R + T – Roller shutters, doors / gates and sun protection systems	3	5	24.527	40.193			64.720	584	65.304	109.000	278	538	816	39	3	4	7	29.040	29.040	58.080 *
Retro Classics	1	4	41.142	2.965			44.107	6.740	50.847	103.700	638	60	698	14				56.791	3.625	60.416 *
Slow Food	1	4	3.762	342			4.104	2.020	6.124	14.700	344	51	395	9				55.573	561	56.134 ²⁾
Slow Food / FAIR HANDELN / Mineral and Fossil exchange / GARTEN outdoor ambiente	1	4	11.488	834			12.322	3.092	15.414	41.000	745	117	862	24						81.670
Stuttgarter Messeherbst	1	9	29.506	1.482	24		31.012	14.700	45.712	106.800	1.252	110	1.362	26				171.303	1.730	173.033
Süddeutsche Spielemesse	1	4	2.384	108			2.492	2.411	4.903	12.400	91	7	98	5				45.760	934	46.694 ¹⁾
SÜFFA	1	3	8.540	255			8.795	1.169	9.964	21.000	257	13	270	7	11		11	7.783	324	8.107 *
TV TecStyle Visions	2	3	5.358	1.917			7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	10.266 *
VISION	1	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1		1	4.494	2.528	7.022 *
WETEC – Signmaking, Large Format Printing & Light Advertising	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9				7.424	559	7.983 *
Wächtersbach																				
Messe Wächtersbach	1	9	5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8						60.141 *
Hong Kong																				
Baby Products Fair	1	4	1.275	4.896			6.171		6.171	11.700	98	272	370	18				12.453	15.198	27.651
electronicAsia	1	4	2.151	4.025			6.176		6.176	10.900	184	391	575	13				12.720	20.334	33.054

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* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter
²⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Electronics Fair (Autumn Edition)	1	4	22.089	19.182			41.271		41.271	79.900	1.489	1.680	3.169	28				24.309	40.169	64.478
Electronics Fair (Spring Edition)	1	4	15.551	17.004			32.555		32.555	65.900	1.063	1.448	2.511	27				21.212	36.387	57.599
Fashion Week (Fall/Winter)	1	4	7.970	13.581			21.551		21.551	40.600	523	947	1.470	23				11.578	8.727	20.305
Gifts and Premium Fair	1	4	24.400	16.171			40.571		40.571	79.100	2.188	1.617	3.805	35				21.998	25.050	47.048
Houseware Fair	1	4	8.658	15.037			23.695		23.695	52.600	553	1.150	1.703	32				12.174	14.595	26.769
International Jewellery Show	1	5	28.728	19.852			48.580		48.580	93.900	1.546	1.572	3.118	48				15.079	23.029	38.108
International Lighting Fair (Autumn Edition)	1	4	11.755	24.209			35.964		35.964	69.300	580	1.699	2.279	37				11.066	25.128	36.194
Optical Fair	1	3	4.539	7.950			12.489		12.489	25.000	217	412	629	22				4.663	8.173	12.836
Toys and Games Fair	1	4	15.558	14.149			29.707		29.707	57.000	871	949	1.820	43				16.826	19.051	35.877
Watch & Clock Fair	1	5	12.636	2.609			15.245		15.245	32.500	547	153	700	12				9.904	7.657	17.561
Shanghai																				
bauma China	2	4	62.813	40.330	63.163	23.701	190.007		190.007	300.000	1.882	836	2.718	38				154.491	22.589	177.080
Verona																				
Eurocarne	3	4	10.360	1.010			11.370	1.119	12.489	29.500	199	24	223	21	26	69	95	13.363	1.817	15.180
FIERAGRICOLA	2	4	40.520	1.368	10.257	54	52.199	10.037	62.236	161.300	635	41	676	23	459	44	503	76.644	11.379	88.023
MARMOMACC	1	4	31.165	24.322	10.389	3.628	69.504	3.954	73.458	195.200	584	799	1.383	58	32	16	48	27.623	29.002	56.625
Vinitaly/SOL/Enolitech	1	4	87.622	764	686		89.072	13.820	102.892	180.000	4.024	83	4.107	22	480	66	546	87.876	47.351	135.227

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			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 100		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
A MULTI-INDUSTRY FAIRS																
A1 Investment and Consumer Goods Fairs																
Int. Handwerksmesse/Garten München, München		1 7	28.430 4.752		33.182	2.845	36.027	67.900	932	227	1.159	27	18	1	19	132.992 3.410 136.402 *
A2 Investment Goods Trade Fairs																
HANNOVER MESSE, Hannover		1 5	124.007 45.576	970 104	170.657	14.065	184.722	330.800	2.611	2.261	4.872	69				143.558 39.552 183.110 *
A3 Consumer Goods Trade Fairs																
Ambiente, Frankfurt/Main		1 5	67.336 121.664		189.000	2.404	191.404	331.700	1.122	3.408	4.530	88				72.153 65.905 138.058 *
Tendence, Frankfurt/Main		1 5	38.440 28.570		67.010	1.427	68.437	130.600	845	1.013	1.858	67				36.422 9.055 45.477 *
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																
DLG-Field Days, Bernburg-Strenzfeld		2 3	709 124	100.147 2.288	103.268	533	103.801	186.800	283	42	325	15				20.584 1.888 22.472 *
EuroTier with BioEnergy Decentral, Hannover		2 4	74.362 45.834	735 365	121.296	3.855	125.151	251.400	1.282	1.146	2.428	51	14	27	41	122.320 37.576 159.896 *
GaLaBau, Nürnberg		2 4	44.312 11.081		55.393	3.092	58.485	107.000	902	253	1.155	32				57.746 4.114 61.860 *
Grüne Tage Thüringen, Erfurt		2 3	5.021 91	7.625	12.737	3.702	16.439	33.400	264	4	268	4				23.765 143 23.908 *
IPM – Plants, technical equipment, floristry, sales promotion, Essen		1 4	19.915 23.225		43.140	3.994	47.134	105.000	603	912	1.515	44				39.381 20.197 59.578 *
KWF – Expo, Bopfingen		4 4	1.430 187	59.957 13.961	75.535	20.300	95.835	147.100	381	153	534	26				45.778 4.528 50.306
Industrial Exhibition of Leipzig Veterinary Congress, Leipzig		2 3	2.786 105		2.891	300	3.191	7.000	173	7	180	6	2		2	8.444 856 9.300 *
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																
Anuga FoodTec, Köln		3 4	36.522 26.179		62.701	2.595	65.296	117.800	639	652	1.291	41	14	15	29	19.311 23.780 43.091 *
Badische Weinmesse, Offenburg		1 2	1.032 28		1.060	80	1.140	6.000	113	2	115	3				4.276 201 4.477 *
Brau Bevale, Nürnberg		1 3	24.406 15.921		40.327		40.327	77.000	702	582	1.284	49				20.325 12.485 32.810 *
fish international, Bremen		2 3	3.188 973		4.161	1.775	5.936	14.600	153	84	237	23				4.782 975 5.757 *
FRUIT LOGISTICA, Berlin		1 3	8.815 50.419		59.234	448	59.682	109.200	262	2.271	2.533	83				13.229 44.791 58.020 *
iba, München		3 6	37.789 42.836		80.625	1.204	81.829	132.000	518	737	1.255	58				28.619 41.184 69.803 *
inoga with IKA, Erfurt		2 4	3.447 555	38	4.040	4.158	8.198	23.600	165	22	187	14				14.560 1.967 16.527
InterCool, Düsseldorf		2 4	4.094 1.857		5.951		5.951	9.000	116	66	182	14				2.761 1.448 4.209 *)
INTERGASTRA with GELATISSIMO, Stuttgart		2 5	39.432 5.010	60 6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924 858 85.782 *
InterMeat, Düsseldorf		2 4	3.092 1.389		4.481	432	4.913	8.000	86	59	145	14				3.140 1.676 4.816 *)
InterMopro, Düsseldorf		2 4	2.940 1.259		4.199	284	4.483	8.000	57	55	112	13				3.672 1.103 4.775 *)
International Green Week, Berlin		1 10	33.712 14.217		47.929	7.206	55.135	115.000	1.059	517	1.576	56				418.326 8.102 426.428 *
INTERNORGA, Hamburg		1 6	46.511 6.509	741 16	53.777		53.777	89.400	931	191	1.122	26	17		17	91.582 3.028 94.610 *
Inter-tabac, Dortmund		1 3	8.100 4.596		12.696	285	12.981	28.600	166	196	362	45		3	3	5.500 3.104 8.604 *
ISM – International Sweets and Biscuits Fair, Köln		1 4	13.200 31.974		45.174	618	45.792	99.300	218	1.143	1.361	63	10	21	31	14.764 24.063 38.827 *
Nord Gastro & Hotel, Husum		1 2	4.142 54		4.196		4.196	8.900	170	4	174	3				4.593 *
ProSweets Cologne, Köln		2 4	3.867 5.020		8.887	320	9.207	20.000	134	194	328	32	4		4	8.036 8.456 16.492 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

*) ascertained by a representative poll

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 100		Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total	from countries	Domestic Foreign Total			Domestic Foreign Total		
ProWein, Düsseldorf		1	3	15.830	27.512			43.342	1.561	44.903	83.700	828	3.153	3.981	47	35	196	231	26.637	14.030	40.667 *
Slow Food, Stuttgart		1	4	3.762	342			4.104	2.020	6.124	14.700	344	51	395	9				55.573	561	56.134 ¹⁾
SÜFFA, Stuttgart		1	3	8.540	255			8.795	1.169	9.964	21.000	257	13	270	7	11		11	7.783	324	8.107 *
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																					
FAIR HANDELN, Stuttgart		1	4	1.476	190			1.666	396	2.062	5.300	110	25	135	10				23.006	232	23.238 ¹⁾
GDS (Spring), Düsseldorf		1	3	15.891	22.397			38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	22.537 *
GDS (Autumn), Düsseldorf		1	3	15.496	22.282			37.778	4.609	42.387	79.500	289	596	885	38				11.274	9.262	20.536 *
GLOBAL SHOES (Spring), Düsseldorf		1	3	50	10.225			10.275	240	10.515	20.000	1	356	357	13				2.949	4.670	7.619 ²⁾
GLOBAL SHOES (Autumn), Düsseldorf		1	3	56	10.563			10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	8.012 ²⁾
I.L.M. Summer Styles – Intern. Leather Goods Fair, Offenbach		1	3	7.703	4.707			12.410	800	13.210	19.700	145	108	253	14				4.583	1.260	5.843 *
I.L.M. Winter Styles – Intern. Leather Goods Fair, Offenbach		1	3	7.855	4.395			12.250	350	12.600	18.400	146	96	242	15				4.561	1.109	5.670
inhorgenta Munich, München		1	4	24.698	8.588			33.286	576	33.862	65.000	696	416	1.112	36				20.332	8.599	28.931 *
INTERGEM, Idar-Oberstein		1	4	2.405	178			2.583	150	2.733	5.000	131	13	144	9						2.536
Kind + Jugend – The Trade Show for Kids' First Years, Köln		1	4	16.260	33.301			49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	21.301 *
MIDORA, Leipzig		1	3	3.345	157			3.502	90	3.592	10.500	120	7	127	4						1.938 *
mtex / LiMA, Chemnitz		2	3	942	56			998	44	1.042	5.000	76	6	82	6	6	2	8			1.211
Texcare, Frankfurt/Main		4	5	7.875	11.585			19.460	99	19.559	30.700	95	167	262	26				7.605	8.045	15.650 *
TV TecStyle Visions, Stuttgart		2	3	5.358	1.917			7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	10.266 *
B4 Building, Completion and Extension, and their Equipment																					
bautec, Berlin		2	5	10.740	1.042	66		11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	37.198 *
Chillventa, Nürnberg		2	3	16.640	18.504			35.144	817	35.961	64.600	318	596	914	43				12.663	15.799	28.462 *
DACH + HOLZ International, Stuttgart		2	4	30.044	3.332	1.327	26	34.729	796	35.525	66.400	491	115	606	26	2		2	51.071	4.562	55.633 *
denkmal, Leipzig		2	3	5.999	2.260			8.259	213	8.472	18.900	344	115	459	14	2	1	3	10.932	1.161	12.093 *
DEUBAU, Essen		2	5	17.751	1.537			19.288	498	19.786	53.000	526	54	580	15				53.432	1.881	55.313 *
EXPO REAL, München		1	3	24.773	7.362			32.135	2.355	34.490	64.000	1.265	395	1.660	31	40		40	24.639	9.239	33.878
FACILITY MANAGEMENT, Frankfurt/Main		1	3	2.558	61			2.619	207	2.826	6.300	125	7	132	5				4.856	191	5.047
GET Nord, Hamburg		2	3	20.944	650	12		21.606	2.767	24.373	49.400	469	29	498	12	3		3	37.955	775	38.730 *
Haus.Bau.Energie, Erfurt		1	3	2.123	61	241		2.425	144	2.569	6.700	145	4	149	4						4.328 *
IFH/INTHERM, Nürnberg		2	4	34.788	3.985			38.773	561	39.334	66.700	605	87	692	18	1		1	44.490	1.047	45.537 *
Internationale Eisenwarenmesse, Köln		2	4	21.770	45.827			67.597	338	67.935	142.000	387	2.276	2.663	50				19.883	28.050	47.933 *
LANDES-BAU-AUSSTELLUNG, Magdeburg		1	3	1.976	12	160		2.148	405	2.553	6.250	124	1	125	2	1		1			5.173
Light + Building, Frankfurt/Main		2	6	73.928	62.997	41	931	137.897	5.722	143.619	235.000	903	1.399	2.302	53				108.767	86.815	195.582 *
R + T, Stuttgart		3	5	24.527	40.193			64.720	584	65.304	109.000	278	538	816	39	3	4	7	29.040	29.040	58.080 *
SHK Essen		2	4	29.837	1.964			31.801		31.801	70.900	508	52	560	12				49.453	2.114	51.567 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																					
Blickfang, Stuttgart		1	3	1.750	143			1.893		1.893	3.500	180	47	227	12						1.618
DOMOTEX, Hannover		1	4	22.323	69.667			91.990	3.969	95.959	168.400	233	1.129	1.362	58				20.882	24.911	45.793 *

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
imm cologne – The international furnishing show LivingInteriors, Köln	1	7	68.852	68.451			137.303	3.255	140.558	235.800	413	660	1.073	50	47	43	90	86.621	29.377	115.998 *
ZOW – Components and Accessories for Furniture and Interior Design, Bad Salzuffen	1	4	9.996	7.249			17.245		17.245	32.900	355	307	662	35	4	5	9	11.306	6.435	17.741
B6 Health, Body Care, Protection at Work, and their Equipment																				
ALTENPFLEGE, Hannover	2	3	21.658	640			22.298	1.971	24.269	66.100	597	36	633	17						30.926 *
Arbeitsschutz aktuell – Safety and Health, Augsburg	2	3	6.621	940			7.561	411	7.972	22.000	212	35	247	13				10.144	357	10.501 *
BEAUTY, Düsseldorf	1	3	20.507	2.883			23.390	5.055	28.445	78.400	525	110	635	26				42.914	4.141	47.055 *
EXPOPHARM, München	1	4	17.725	2.048			19.773		19.773	33.000	420	94	514	29	21	6	27	19.174	3.927	23.101
Fachdental Leipzig, Leipzig	1	2	3.857	420			4.277	181	4.458	10.000	205	23	228	11	1	2	3			4.214 *
FACHDENTAL SÜDWEST, Stuttgart	1	2	5.042	386			5.428	140	5.568	11.800	245	27	272	13	1	2	3	6.950	142	7.092 *
Hair & Beauty, Frankfurt/Main	1	2	3.605	751			4.356	2.139	6.495	23.300	119	40	159	13				13.633	290	13.923 *
Interbad, Stuttgart	2	4	12.117	5.402	63	40	17.622	852	18.474	35.400	332	176	508	22	7	4	11	11.259	4.164	15.423 *
MEDICA / COMPAMED, Düsseldorf	1	4	50.088	77.681	451		128.220	2.427	130.647	250.100	1.356	3.880	5.236	66				55.653	70.832	126.485 *
Medizin, Stuttgart	1	3	2.745	92			2.837	284	3.121	10.500	166	8	174	8	2		2	6.543	66	6.609
ORTHOPÄDIE & REHA-TECHNIK, Leipzig	2	4	11.583	4.488			16.071	1.352	17.423	41.000	289	247	536	39				11.811	7.057	18.868 *
Pflege & Reha, Stuttgart	2	3	4.618	202			4.820	192	5.012	10.800	235	11	246	8	13	1	14			6.561 *
REHACARE INTERNATIONAL, Düsseldorf	1	4	23.313	8.191	98		31.602		31.602	73.100	531	330	861	33				44.019	6.059	50.078 *
TOP HAIR international, Düsseldorf	1	3	4.773	739			5.512	3.663	9.175	25.700	127	30	157	11				28.366	2.135	30.501 *
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																				
IFAT ENTSORGA, München	2	5	75.466	35.026	15.168	5.137	130.797	11.000	141.797	217.500	1.783	1.156	2.939	54				74.360	49.840	124.200 *
SECURITY, Essen	2	4	27.443	9.927	293		37.663	124	37.787	78.000	575	463	1.038	40				23.874	12.856	36.730 *
B8 Transport, Traffic, Logistics, and their Equipment																				
AIR MAGDEBURG	2	3	1.460	180	2.109		3.749	1.280	5.029	9.100	68	4	72	5						4.507
AIRCRAFT INTERIORS EXPO, Hamburg	1	3	5.291	11.387			16.678	600	17.278	30.000	188	348	536	28				4.769	3.106	7.875
AUTO Trend, Rostock	1	3	6.688		1.715		8.403	5.280	13.683	19.000	77		77	1						16.761
Automechanika, Frankfurt/Main	2	6	59.613	101.009	13.861	3.839	178.322	643	178.965	294.300	858	3.739	4.597	74				66.947	80.768	147.715 *
Bremen Classic Motorshow, Bremen	1	3	18.631	1.440			20.071	1.193	21.264	45.100	566	53	619	10				35.560	1.911	37.471 *
easyFairs SCHÜTTGUT, Dortmund	2	2	5.758	568			6.326		6.326	13.400	314	39	353	9				3.873	427	4.300
eCarTec / MATERIALICA, München	1	3	8.960	2.460			11.420	2.074	13.494	31.500	362	100	462	21	24	6	30	11.060	1.699	12.759
Hannover Messe: MobiliTec, Hannover	1	5	4.409	207	489		5.105	10.570	15.675	19.100	120	13	133	6				34.105	6.545	40.650 *
InnoTrans, Berlin	2	4	38.044	48.882	5.355	2.504	94.785		94.785	161.400	1.085	1.430	2.515	49				60.533	65.577	126.110 *
IT-TRANS, Karlsruhe	2	3	1.330	946			2.276	1.379	3.655	12.500	82	59	141	23				1.017	1.134	2.151 *
LogiMat, Stuttgart	1	3	25.627	4.980	324	84	31.015	1.004	32.019	62.900	764	150	914	25				26.366	2.703	29.069 *
REIFEN, Essen	2	4	15.286	15.836	957		32.079	200	32.279	56.000	220	447	667	43				8.936	9.413	18.349 *
Retro Classics, Stuttgart	1	4	41.142	2.965			44.107	6.740	50.847	103.700	638	60	698	14				56.791	3.625	60.416 *
SMM, Hamburg	2	4	25.675	27.944	853	758	55.230		55.230	91.600	696	1.385	2.081	62	7	14	21	33.691	14.715	48.406 *


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
 poll in the combination of BEAUTY INTERNATIONAL/TOP HAIR INTERNATIONAL. Multiple answers were permitted.

* Visitors Profile Analyses see page 26 ff.

¹⁾ ascertained by a representative poll


²⁾ Visitor attendance determined by a representative

³⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 100		Interval/ Days	Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	Domestic	Foreign	Total
			Domestic	Foreign	Domestic	Foreign										
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																
• CeBIT, Hannover	1	5	121.206	33.313	669	39	155.227	8.139	163.366	260.600	1.862	1.711	3.573	70		260.480 51.099 311.579 *
dmexco – Digital Marketing, Köln	1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17		19.698 3.221 22.919
• drupa, Düsseldorf	4	14	59.514	105.235	410		165.159	1.410	166.569	241.800	613	1.231	1.844	52		125.699 188.549 314.248 *
• EuroCIS, Düsseldorf	1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25		3.990 2.415 6.405 *
IT & Business / DMS Expo, Stuttgart	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9	9 7.925 506 8.431 *
it-sa IT-Security Messe, Nürnberg	1	3	3.920	520			4.440	840	5.280	11.500	284	50	334	18		5.831 477 6.308 *
mailingtage, Nürnberg	1	2	5.621	280			5.901	1.160	7.061	16.900	324	21	345	11		6.805 492 7.297 *
• ORGATEC, Köln	2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31 9	40 26.007 22.430 48.437 *
• ProLight + Sound, Frankfurt/Main	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41		23.568 17.326 40.894 *)
+ viscom frankfurt, Frankfurt/Main	2	3	6.376	2.240	47		8.663	1.429	10.092	18.800	220	110	330	26		9.726 2.349 12.075 *
WETEC, Stuttgart	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9		7.424 559 7.983 *
B10 Education, Setting up a business																
+ didacta – The Education Trade Fair, Hannover	1	5	32.449	681	62		33.192	1.430	34.622	63.800	729	45	774	14		80.474 895 81.369 *
LEARNTEC, Karlsruhe	1	3	1.910	315			2.225		2.225	10.000	171	30	201	11		5.253 306 5.559 *
START Bayern, Nürnberg	1	2	655	3			658	511	1.169	2.850	71	1	72	2	17 1	18 907
START Nordrhein-Westfalen, Dortmund	1	2	961	40	24		1.025	582	1.607	3.800	110	4	114	5	15 1	16 2.842 15 2.857
B11 Sports, Games, Leisure, and their Equipment																
ABF, Hannover	1	9	35.228	965	297		36.490	1.500	37.990	94.100	777	44	821	16		123.078 *
aktiv+vital with bike+outdoor, Dresden	1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6		9.733
ANIMAL, Stuttgart	1	2	3.422	99			3.521	4.867	8.388	21.600	171	10	181	6		34.421 2)
BOATFIT, Bremen	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7		9.497 264 9.761 *
• boot, Düsseldorf	1	9	46.702	42.517	67	100	89.386	14.113	103.499	214.200	948	718	1.666	60		204.761 41.939 246.700 *
CARAVAN, Bremen	1	3	9.662	120			9.782		9.782	14.800	68	3	71	4		27.937 3)
• CARAVAN SALON, Düsseldorf	1	10	62.155	21.565	922	257	84.899	3.529	88.428	133.000	354	162	516	24		142.430 22.994 165.424 *
CMT – The holiday exhibition	1	9	49.597	8.705	445		58.747	4.813	63.560	106.800	1.397	540	1.937	70	28 12	40 222.084 2.243 224.327 *
Creativeworld, Frankfurt/Main	1	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24		4.114 3.067 7.181 *)
• f.re.e – Fair for Leisure and Travel, München	1	5	18.430	5.714			24.144	8.728	32.872	66.300	719	423	1.142	53	43 8	51 121.684 2.483 124.167 *
• FIBO, Essen	1	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7 6	13 65.924 10.289 76.213 *
GARTEN outdoor ambiente, Stuttgart	1	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6		55.048 4)
h+h cologne, Köln	1	3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34		8.219 3.134 11.353
hanseboot, Hamburg	1	9	21.329	6.262	24		27.615	8.202	35.817	66.800	509	122	631	20		74.375 4.079 78.454 *
HANSEPFERD, Hamburg	2	3	11.331	1.601	303	90	13.325	9.778	23.103	46.800	399	58	457	15	1 1	2 42.699 694 43.393 *
HAUS GARTEN GENUSS, Essen	1	5	7.036	404			7.440	1.333	8.773	27.500	280	15	295	9		44.360 403 44.763 *
• Heimtextil, Frankfurt/Main	1	4	25.804	90.245			116.049	3.911	119.960	202.500	332	2.269	2.601	61		23.592 43.859 67.451 *
Hobby + Elektronik, Stuttgart	1	4	3.803	118	24		3.945	1.411	5.356	10.700	97	2	99	3		48.675 492 49.167 2)
• IMA, Düsseldorf	1	4	10.839	1.762			12.601	405	13.006	21.000	110	31	141	13	1 9	10 8.979 596 9.575 *

<div>FKM</div>				Exhibition space figures (sq.m.)								Exhibitor figures							Visitor figures			
				Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total	from countries	Domestic Foreign Total			Domestic Foreign Total		
Interzoo, Nürnberg			2	4	19.479	33.409			52.888		52.888	100.000	320	1.219	1.539	53				12.726	24.066	36.792
ispo, München			1	4	27.447	76.883		12	104.342	4.040	108.382	181.000	366	1.971	2.337	45				27.733	50.011	77.744
ITB – Travel trade show, Berlin			1	5	28.810	59.937	146		88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.348
IWA & OutdoorClassics, Nürnberg			1	4	14.440	25.739			40.179	753	40.932	74.400	300	904	1.204	54				13.908	22.096	36.004
Kreativ- & Bastelwelt, Stuttgart			1	4	4.444	175			4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.993
MAGDEBOOT, Magdeburg			1	3	3.615	41	582		4.238	120	4.358	9.800	111	3	114	4						6.443
Mineral and fossil exchange, Stuttgart			1	3	1.561	179			1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.992
MODELL SÜD, Stuttgart			1	4	1.332	138			1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.422
modell-hobby-spiel, Leipzig			1	3	17.869	974	450		19.293	16.849	36.142	84.000	541	52	593	14	2	1	3			95.143
Musikmesse, Frankfurt/Main			1	4	19.004	23.969	275	177	43.425	1.700	45.125	107.900	573	965	1.538	51				44.699	23.888	68.587
Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover			1	4	21.718	1.797	60		23.575	7.552	31.127	80.700	716	79	795	22						75.755
RAD + OUTDOOR, Bremen			1	2	3.668	125	55		3.848	3.658	7.506	14.600	152	6	158	4						12.141
Reiselust, Bremen			1	3	2.917	314			3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.715
REISEN HAMBURG, Hamburg			1	5	18.824	2.401	72		21.297	1.659	22.956	45.200	604	195	799	46	20	1	21	59.521	845	60.366
Riding – hunting – fishing, Erfurt			1	3	5.175	342	916		6.433	1.925	8.358	15.700	191	18	209	12						20.898
Spielwarenmesse – International Toy Fair, Nürnberg			1	6	51.278	53.774			105.052	1.381	106.433	160.000	838	1.882	2.720	61	3	2	5	34.321	41.734	76.055
spoga horse (Spring), Köln			1	3	3.798	3.953			7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.113
spoga+gafa / spoga horse (Autumn), Köln			1	3	30.763	77.270	252		108.285	3.220	111.505	223.300	374	1.570	1.944	55	12	37	49	15.177	20.174	35.351
Süddeutsche Spielmesse, Stuttgart			1	4	2.384	108			2.492	2.411	4.903	12.400	91	7	98	5				45.760	934	46.694
The NRW-holiday fair, Essen			1	5	30.337	2.189			32.526	2.724	35.250	50.500	930	258	1.188	32						92.603
Touristik & Caravaning International / abgefahren – bike and triathlon, Leipzig			1	5	33.356	1.544			34.900	5.411	40.311	71.100	871	158	1.029	39	132	44	176			61.959
TourNatur, Düsseldorf			1	3	3.646	382			4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648
B12 Electrical Engineering and Electronics																						
belektro, Berlin			2	3	9.791	246			10.037	1.195	11.232	24.300	228	14	242	10						15.153
electronica, München			2	4	45.921	34.492			80.413	1.342	81.755	143.000	997	1.672	2.669	50	99	304	403	39.176	33.875	73.051
embedded world, Nürnberg			1	3	13.819	5.348			19.167		19.167	38.000	475	398	873	37				15.943	6.319	22.262
Hannover Messe: CoilTechnica, Hannover			1	5	1.517	726			2.243	162	2.405	7.100	44	43	87	18				16.121	9.881	26.002
PCIM Europe, Nürnberg			1	3	5.127	3.183			8.310	144	8.454	16.500	176	188	364	28	18	71	89	4.173	2.706	6.879
SMT / HYBRID / PACKAGING, Nürnberg			1	3	12.178	2.370			14.548	467	15.015	27.700	383	182	565	27	11	43	54	16.514	5.838	22.352
SPS/IPC/DRIVES, Nürnberg			1	3	54.990	8.943			63.933	312	64.245	106.100	1.029	429	1.458	41	119	78	197	44.401	12.473	56.874
B13 Metal-Working, Automation, Measuring, Quality Assurance																						
ALUMINIUM, Düsseldorf			2	3	13.078	22.559			35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508
AMB, Stuttgart			2	5	51.787	17.318			69.105	258	69.363	108.100	977	367	1.344	29	35	29	64	77.601	10.582	88.183
AUTOMATICA, München			2	4	21.875	3.747			25.622	2.051	27.673	55.000	481	203	684	40				19.580	10.068	29.648
Composites Europe, Düsseldorf			1	3	5.234	2.477			7.711	754	8.465	16.400	246	146	392	26				5.122	3.009	8.131

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted ³⁾ ascertained by a representative poll ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted ⁵⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ⁶⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures					
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 100		Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
EuroBLECH, Hannover		2	5	46.388	37.658			84.046		84.046	141.100	781	724	1.505	39				39.782	20.403	60.185 *
GrindTec – Grinding Technology, Augsburg		2	4	11.847	4.157			16.004	96	16.100	29.400	280	145	425	25				9.784	3.805	13.589 *
EUROGUSS, Nürnberg		2	3	6.251	4.381			10.632	550	11.182	21.500	223	160	383	28				6.216	2.199	8.415 *
Hannover Messe: Digital Factory, Hannover		1	5	4.486	511			4.997		4.997	9.000	163	26	189	16				31.150	11.698	42.848 ^{*1)}
Hannover Messe: Industrial Automation, Hannover		1	5	46.537	8.071	224	49	54.881	1.395	56.276	97.700	676	361	1.037	39				90.788	34.093	124.881 ^{*1)}
METAV, Düsseldorf		2	5	24.362	11.717			36.079		36.079	59.800	485	204	689	26				36.801	3.863	40.664 *
NORTEC, Hamburg		2	4	7.396	250			7.646	585	8.231	18.300	318	31	349	12				8.807	152	8.959 *
SENSOR + TEST, Nürnberg		1	3	5.989	1.956			7.945	1.361	9.306	19.000	358	178	536	29				6.410	1.818	8.228 *
Tube, Düsseldorf		2	5	16.773	31.704			48.477	602	49.079	86.100	327	851	1.178	48				15.770	18.889	34.659 ^{*2)}
VALVE WORLD EXPO, Düsseldorf		2	3	3.625	11.937			15.562		15.562	32.700	130	461	591	37				3.311	7.267	10.578 *
wire, Düsseldorf		2	5	16.292	41.077			57.369	955	58.324	96.100	338	975	1.313	50				15.226	23.321	38.547 ^{*2)}
B14 Plastic and Wood Processing																					
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg		2	4	68.759	20.439			89.198	339	89.537	144.300	867	408	1.275	37				73.210	25.763	98.973 *
B15 Power Supply Industry																					
BioEnergy Decentral, Hannover		2	4	13.622	1.435	735	365	16.157	1.444	17.601	39.000	425	52	477	14				31.335	7.019	38.354 *
E-world energy & water, Essen		1	3	18.093	2.460			21.359	725	22.084	44.000	499	114	613	19				18.508	2.814	21.322 *
Hannover Messe: Energy, Hannover		1	5	26.105	14.641	125	35	40.906	204	41.110	75.700	488	587	1.075	46				79.810	24.380	104.190 ^{*1)}
HUSUM WindEnergy, Husum		2	5	20.399	8.420	1.127	340	30.286	9.493	39.779	55.900	745	378	1.123	28				20.740	9.275	30.015 *
Intersolar Europe, München		1	3	45.920	40.634	2.529	589	89.672	4.163	93.835	171.600	871	999	1.870	48				37.688	25.304	62.992 *
New Energy Husum, Husum		1	4	5.634	548	630	9	6.821	271	7.092	16.000	225	43	268	12				12.810	2.115	14.925 *
RENEXPO – Energy Trade Fair, Augsburg		1	4	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13						13.652 *
B16 Other Investment Goods Industries																					
Analytica, München		2	4	16.650	6.209	120		22.979	2.336	25.315	55.200	662	364	1.026	37	7	7	14	21.123	9.358	30.481 *
ceramitec, München		3	4	11.027	8.595			19.622		19.622	35.800	259	354	613	42				8.112	8.621	16.733 *
FachPack, Nürnberg		1	3	44.790	9.024			53.814	242	54.056	100.900	1.102	364	1.466	38				29.413	7.573	36.986 *
FMB – Supplier Show for the machinery industry, Bad Salzungen		1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11	1	12	4.354	101	4.455 *
glasstec with solarpeq, Düsseldorf		2	4	21.077	39.243	133		60.453	7.275	67.728	123.600	397	778	1.175	54				17.602	24.812	42.414 *
Hannover Messe: Industrial Supply, Hannover		1	5	16.536	15.663			32.199	674	32.873	59.300	600	971	1.571	47				45.325	22.426	67.751 ^{*1)}
Hannover Messe: IndustrialGreenTec, Hannover		1	5	2.408	557			2.965		2.965	10.700	83	33	116	12				33.306	9.725	43.031 ^{*1)}
Hannover Messe: Research & Technology, Hannover		1	5	7.242	1.233	132		8.607	442	9.049	15.900	290	115	405	16				40.483	11.154	51.637 ^{*1)}
INTER BRUSH, Freiburg		4	3	3.028	6.748			9.776		9.776	21.500	42	155	197	27				1.562	3.492	5.054 *
INTERGEO, Hannover		1	3	8.105	4.287	100	402	12.894	821	13.715	28.000	328	204	532	32				11.105	4.714	15.819 *
LASYS, Stuttgart		2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1		1	4.129	1.164	5.293 *
MAINTAIN, München		2	3	4.606	335			4.941	237	5.178	9.600	178	24	202	12	5		5	3.044	319	3.363 *
Mittelständischer Unternehmertag, Leipzig		1	1	1.202	43	60		1.305		1.305	6.950	134	3	137	3						1.456
O & S, Stuttgart		2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19				5.380	1.517	6.897 *
opti – Intern.Trade Show for Optics & Design, München		1	3	16.958	4.944			21.902	462	22.364	40.000	283	173	456	27				18.121	4.987	23.108

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 100	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)			from							
	Domestic	Foreign	Domestic	Foreign	Total	Domestic							Foreign	Total						
Rapid.Tech, Erfurt	1	2	675	42			717	63	780	2.600	63	3	66	4				1.130	152	1.282 *
SIT – Saxon Industry and Technology Trade Fair, Chemnitz	2	3	1.939		100		2.039	574	2.613	7.500	147	3	150	4	8		8			1.800 *
VISION, Stuttgart	1	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1		1	4.494	2.528	7.022 *
B17 Other Consumer Goods and Service Industries																				
BioFach / Vivaness, Nürnberg	1	4	18.260	22.860			41.120	3.731	44.851	86.200	732	1.688	2.420	83				23.591	16.724	40.315 *
CADEAUX – Februar, Leipzig	1	3	7.819	430			8.249	519	8.768	25.600	254	22	276	11	3		3			7.836
CADEAUX – September/Comfortex, Leipzig	1	3	11.892	1.035			12.927	1.207	14.134	40.600	397	56	453	14	5	3	8			9.395 *
Christmasworld, Frankfurt/Main	1	5	23.355	30.860			54.215	1.304	55.519	98.600	260	683	943	40				14.676	16.798	31.474 *
DKM – Finance and insurance, Dortmund	1	2	9.044	208			9.252		9.252	23.200	281	8	289	7				12.419	160	12.579
Invest, Stuttgart	1	3	4.482	884			5.366	1.871	7.237	20.900	142	35	177	14				13.824	282	14.106 *
Moderner Staat, Berlin	1	2	2.619	159			2.778	375	3.153	8.400	157	4	161	5	35		35			3.057 *
Paperworld, Frankfurt/Main	1	4	18.156	37.047			55.203	1.536	56.739	123.000	361	1.429	1.790	65				18.030	29.856	47.886 *
Promotion World, Hannover	1	5	1.979	147			2.126	273	2.399	6.300	92	8	100	8				11.801	2.115	13.916 *
PSI Messe, Düsseldorf	1	3	19.139	16.627		130	35.896	1.299	37.195	62.200	531	476	1.007	29				7.209	8.958	16.167 *
Werkstätten:Messe, Nürnberg	1	4	6.733	183			6.916		6.916	13.000	239	8	247	4						18.560
C MULTI-SECTOR PUBLIC EXHIBITIONS																				
Allgäuer Festwoche, Kempten	1	9	5.293	275	3.276	30	8.874	675	9.549	24.700	335	21	356	5						100.582 *
Baumesse Chemnitz, Chemnitz	1	3	3.314	50	68		3.432	260	3.692	8.400	216	3	219	3	40		40			7.522 *
DIE BESTEN JAHRE, Stuttgart	1	2	1.034	18			1.052	471	1.523	4.900	90	2	92	2						4.729 ³⁾
Dresdner Ostern, Dresden	1	4	7.360	234	200		7.794	3.700	11.494	19.100	294	22	316	7						48.779
DU UND DEINE WELT, Hamburg	1	9	16.366	1.120	32		17.518	5.247	22.765	45.200	426	40	466	17						81.141 *
Familie + Heim / Intern. Mineral and fossil exchange, Stuttgart	1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21						76.891 *
HanseLife, Bremen	1	9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11						73.160 *
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig	1	9	25.515	1.899			27.414	8.331	35.745	82.700	1.085	84	1.169	17	1		1			170.015 *
Import Shop, Berlin	1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54				37.988	736	38.724 *
Infra, Hannover	1	9	30.666	2.388	557	48	33.659	1.956	35.615	94.200	1.209	110	1.319	29						188.863 *
INVENTA, Karlsruhe	1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7						20.627 *
Messe Wächtersbach	1	9	5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8						60.141 *
MODE-HEIM-HANDWERK, Essen	1	9	10.230	797			11.027	5.967	16.994	50.500	668	37	705	14						139.578 *
Neue Messe Rosenheim, Rosenheim	2	9	5.680	377	2.705		8.762	697	9.459	15.900	282	18	300	7	8		8			25.185
Oberfranken-Ausstellung Hof	2	9	4.261	99	2.079	41	6.480	726	7.206	12.000	212	10	222	7	11		11			36.176
OBERRHEIN-MESSE, Offenburg	1	9	9.082	973	10.129	130	20.314	3.068	23.382	48.900	440	43	483	15	3		3			64.744 *
Passauer Frühling DreiländerMesse, Passau	2	9	7.991	1.499	1.760	40	11.290	1.254	12.544	21.700	343	79	422	7						66.505
Rheinland-Pfalz-Ausstellung, Mainz	1	9	11.314	511	2.652		14.477	2.568	17.045	27.600	706	18	724	8						70.549 *
Thüringen-Ausstellung, Erfurt	1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74			71.928 *

+ Events with changing venues

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* Visitors Profile Analyses see page 26 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a representative

poll at Hannover Messe. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

Arbeitsschutz Aktuell ➔ Augsburg

Trade visitors' profile

Visitors (number of entries)	10 501	Area of responsibility	%
Proportion of trade visitors	97%	Management	5
Germany (total)	97	Research/development/design	4
of which		Manufacturing, production, quality control	12
Nielsen 1	3	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Organization, personnel, administration	3
Lower Saxony	2	Information and communication technology	1
Schleswig-Holstein	1	Sales	5
Nielsen 2	7	Marketing, advertising, PR	1
North Rhine-Westph.	7	Logistics: storage, material management, transport	3
Nielsen 3a	7	Maintenance/repairs	7
Hesse	3	Other area	8
Rhineland-Palatinate	3	Work safety, security management	40
Saarland	-	Student	4
Nielsen 3b	15	Other not gainfully employed	3
Baden-Württemberg	15		
Foreign (total)	3	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	8
EU	84	Managing director, board member, head of an authority etc.	3
Other countries	16	Area manager, works manager, plant manager, branch manager, head of public office	9
Distance to home	%	Department head, group head, team leader	28
up to 50 km	25	Other salaried staff, civil servant, skilled worker	29
more than 50 km up to 100 km	20	Lecturer, teacher	2
more than 100 km up to 300 km	29	Trainee	2
over 300 km	27	Other position	11
Frequency of visits to trade fair	%	Student	4
Previous event	17	Other not gainfully employed	3
Earlier events	26		
First visit	67	Economic sector	%
Average length of stay	1,3 days	Industry	39
Influence on purchasing/procurement decisions	%	Waste disposal companies	2
Decisively	15	Trade	6
Collectively	38	Learned professions	3
In an advisory capacity	30	Skilled trades	3
No	10	Research facility	2
Student	4	Service	13
Other not gainfully employed	3	Administration	15
		Vocational school/polytechnic/university	2
		Association/society	1
		Other sectors	8
		Student	11
		Other not gainfully employed	3
		Size of company/organization:	
		Number of employees	%
		1- 4	8
		5- 9	3
		10- 49	8
		50- 199	16
		200- 499	12
		500 - 999	12
		1 000 and more	34
		Student	4
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GrindTec ➔ Augsburg

Trade visitors' profile

Visitors (number of entries)	13 589	Area of responsibility	%
Proportion of trade visitors	99%	Management	25
Germany (total)	72	Research/development/design	11
of which		Manufacturing, production, quality control	42
Nielsen 1	1	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	1	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	11
Nielsen 2	7	Marketing, advertising, PR	1
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	-
Rhineland-Palatinate	2	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	30		
Baden-Württemberg	30		
Foreign (total)	28	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	18
EU	56	Managing director, board member, head of an authority etc.	12
Other european countries	22	Area manager, works manager, plant manager, branch manager, head of public office	3
North America	8	Department head, group head, team leader	18
South-, East-, Central Asia	11	Other salaried staff, civil servant, skilled worker	44
Other countries	4	Lecturer, teacher	1
Distance to home	%	Trainee	1
up to 50 km	10	Other position	-
more than 50 km up to 100 km	12	Student	2
more than 100 km up to 300 km	32	Other not gainfully employed	1
over 300 km	47		
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	15	Metalworking industry	52
Austria	11	Cutting machine specialists	17
Italy	7	Other industry	6
Poland	6	Wood, plastics processing industry	4
Frequency of visits to trade fair	%	Glass, ceramic, stone industry	6
2010	39	Service	6
2008	35	Metal trade	14
2006	26	Trade	4
2004	18	Other skilled trades	3
Earlier events	11	Other sectors	5
First visit	51	Student	2
Average length of stay	1,4 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	
Decisively	34	Number of employees	%
Collectively	32	1- 4	12
In an advisory capacity	20	5- 9	8
No	11	10- 49	20
Student	2	50- 199	20
Other not gainfully employed	1	200- 499	12
		500 - 999	6
		1 000 and more	19
		Student	2
		Other not gainfully employed	1

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

RENEXPO® (2011)

Trade visitors' profile

Visitors (number of entries)	15 136	Area of responsibility	%
Proportion of trade visitors	62%	Management	25
Germany (total)	93	Research/development/design	11
of which		Manufacturing, production, quality control	42
Nielsen 1	-	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	11
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	3	Maintenance/repairs	1
Hesse	2	Other area	-
Rhineland-Palatinate	1	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	7	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	18
EU	49	Managing director, board member, head of an authority etc.	12
Other countries	51	Area manager, works manager, plant manager, branch manager, head of public office	3
Distance to home	%	Department head, group head, team leader	18
up to 50 km	43	Other salaried staff, civil servant, skilled worker	44
more than 50 km up to 100 km	21	Lecturer, teacher	1
more than 100 km up to 300 km	24	Trainee	1
over 300 km	12	Other position	-
Frequency of visits to exhibition	%	Student	2
2010	35	Other not gainfully employed	1
2009	19		
2008	14	Economic sector	%
Average length of stay	1,1 days	Metalworking industry	52
Influence on purchasing/procurement decisions	%	Cutting machine specialists	17
Decisively	32	Other industry	6
Collectively	26	Wood, plastics processing industry	4
In an advisory capacity	12	Glass, ceramic, stone industry	6
No	9	Service	6
Student	16	Metal trade	14
Other not gainfully employed	4	Trade	4
		Other skilled trades	3
		Other sectors	5
		Student	2
		Other not gainfully employed	1

Area of responsibility	%
Management	26
Research/development/design	7
Manufacturing, production, quality control	5
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	8
Other area	12
Student	16
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	3
Trainee	3
Other position	3
Student	16
Other not gainfully employed	4
Economic sector	%
Public office, authority, ministry	5
Plant construction, industry, production	10
Architect	3
Engineer's office	7
Energy consulting	4
Energy supplies	8
Financing, business promotion, insurance	2
Agriculture and forestry	12
Trade/sales	7
Skilled trades, installation, sanitary/heating/air-conditioning	13
Science, research, development	3
Other sectors	7
Student	16
Other not gainfully employed	4
Size of company/organisation: Number of employees	%
1- 4	34
5- 9	8
10- 49	13
50- 199	8
200- 499	6
500 - 999	2
1 000 and more	9
Student	16
Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	15 136
Proportion of private visitors	38%
Germany (total)	99
of which	
Nielsen 1	1 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	1 Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph	- West Pomerania
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	5
Baden-Württemberg	5
Foreign (total)	1
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	18
more than 100 km up to 300 km	11
over 300 km	5
Frequency of visits to exhibition	%
2010	60
2009	28
2008	16
Earlier events	13
First visit	10
Sex	%
Male	77
Female	23
Size of household	%
1 person	9
2 persons	33
3 persons	16
4 persons	27
5 persons and more	15
Age	%
up to 20 years	2
over 20 up to 30 years	14
over 30 up to 40 years	14
over 40 up to 50 years	27
over 50 up to 60 years	25
over 60 up to 70 years	14
over 70 years	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	2
Trainee	1
Other position	4
Student	4
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	15
yes	42
no	43
maybe	43
Follow-up business	%
Intend to buy at later date	42
yes	16
no	42
maybe	42
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

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

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/guild/chamber	1
Universities	2
Other sectors	3
Student	5
Other not gainfully employed	3
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	27
In an advisory capacity	20
No	14
Student	7
Other not gainfully employed	2
Area of responsibility	%
Management	26
Research/development/design	8
Planning/work preparation	24
Manufacture/production	12
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	14
Student	7
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	33
5- 9	11
10- 49	18
50- 99	5
100- 199	6
200- 499	7
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	7
other not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one	84
two	13
three	2
four	-
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	27
2nd day	24
3rd day	29
4th day	23
5th day	17

Conducted by: Hopp & Partner, Berlin	
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belektro (2010) → Berlin

Basic data trade visitors

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

Additional data trade visitors

Economic sector	%
Energy supplies	15
Industry	11
Wholesale trade	6
Retail trade	3
Skilled trades	31
Logistics and transportation	3
Education/science/research	2
Training and further training	3
Planning, technical consultants	5
Architects	1
Other private service providers	3
Other public services/administration	6
Other sectors	4
Student	6
Other not gainfully employed	2
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	31
In an advisory capacity	21
No	22
Student	6
Other not gainfully employed	2
Area of responsibility	%
Management	20
Research/development/design	7
Planning/work preparation	22
Manufacture/production	18
Production, quality control	5
Buying/procurement	14
Finance/accounting, controlling	5
Information, communication technology (EDP)	8
Administration/organisation/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	6
Maintenance/repairs	29
Other area	20
Student	6
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees:	
1- 4	23
5- 9	14
10- 49	16
50- 99	6
100- 199	6
200- 499	7
500 - 999	4
1 000 - 9 999	10
10 000 and more	7
Student	6
Other not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one	88
two	7
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	36
2nd day	46
3rd day	35

Conducted by: Hopp & Partner, Berlin

FRUIT LOGISTICA → Berlin

Trade visitors' profile

Visitors (number of entries)	58 020	Area of responsibility	%
Proportion of trade visitors	97%	Management	29
Germany (total)	22	Research/development/design	7
of which		Manufacturing, production, quality control	10
Nielsen 1	20	Buying/procurement	9
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	2
Lower Saxony	8	Organization, personnel, administration	1
Schleswig-Holstein	5	Sales	19
Nielsen 2	10	Marketing, advertising, PR	6
North Rhine-Westph.	10	Logistics: storage, material management, transport	4
Nielsen 3a	10	Maintenance/repairs	1
Hesse	5	Other area	7
Rhineland-Palatinate	4	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organization	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	35
Foreign (total)	78	Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
EU	64	Department head, group head, team leader	13
Other european countries	11	Other salaried staff, civil servant, skilled worker	9
Africa	8	Lecturer, teacher	1
North America	4	Trainee	2
South and Central America	6	Other position	5
Middle East	3	Student	4
South-, East-, Central Asia	2	Other not gainfully employed	1
Australia	2	Economic sector	%
Distance to home	%	Fruit and vegetable growers	32
up to 50 km	6	Importers, exporters	24
more than 50 km up to 100 km	-	Industry	7
more than 100 km up to 300 km	5	Retail trade (central buying)	4
over 300 km	88	Retail trade (distribution)	5
Countries with the highest visitor shares	%	Own wholesale trade of retail grocery trade	5
Spain	13	Other wholesale trade	6
Netherlands	11	Hotel, catering trade	2
France	7	Packaging companies	6
Italy	7	Packaging machinery manufacturer	1
United Kingdom	4	Freight forwarders, transport companies	5
Frequency of visits to trade fair	%	Other services	8
Previous event	35	Authority/public services	3
Earlier events	34	Association, society, institution, organisation	4
First visit	43	Research, apprenticeship, training	4
Average length of stay	2,0 days	Other sectors	6
Influence on purchasing/procurement decisions	%	Student	4
Decisively	39	Other not gainfully employed	1
Collectively	33	Size of company/organization:	%
In an advisory capacity	16	Number of employees	
No	7	1- 4	15
Student	4	5- 9	14
Other not gainfully employed	1	10- 49	25
		50- 199	18
		200- 499	7
		500 - 999	5
		1 000 and more	10
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop Berlin

Private visitors' profile

Visitors (number of entries)	38 724
Proportion of private visitors	89%
Germany (total)	98
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	1
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Nielsen 4	-
Bavaria	-
Nielsen 5+6	97
Berlin	76
Brandenburg	20
West Pomerania	1
Saxony-Anhalt	-
Nielsen 7	1
Thuringia	-
Saxony	1
Foreign (total)	2
of which	
EU	64
Other countries	36
Distance to home	%
up to 50 km	90
more than 50 km up to 100 km	4
more than 100 km up to 300 km	3
over 300 km	3
Frequency of visits to trade fair	%
Previous event	49
Earlier events	63
First visit	18
Sex	%
Male	14
Female	86
Size of household	%
1 person	24
2 persons	45
3 persons	17
4 persons	10
5 persons and more	4
Age	%
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	7
over 40 up to 50 years	22
over 50 up to 60 years	25
over 60 up to 70 years	23
over 70 years	7

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	6
Trainee	1
Other position	4
Student	9
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	94
no	3
maybe	4
Follow-up business	%
Intend to buy at later date	
yes	36
no	24
maybe	40
Conducted by: Hopp & Partner, Berlin	

Trade visitors' profile

Visitors (number of entries)	126 110	Area of responsibility	%
Proportion of trade visitors	96%	Management	9
Germany (total)	62	Research/development/design	19
of which		Manufacturing, production, quality control	12
Nielsen 1	14 Nielsen 4	Buying/procurement	5
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	4
Lower Saxony	8 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	2 Brandenburg	Sales	9
Nielsen 2	11 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	11 West Pomerania	Logistics: storage, material management, transport	4
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	12
Hesse	6 Nielsen 7	Other area	12
Rhineland-Palatinate	2 Saxony	Student	7
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	7	Position in the company/organization	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	7
Foreign (total)	38	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	67	Department head, group head, team leader	22
Other European countries	17	Other salaried staff, civil servant, skilled worker	37
South-, East-, Central Asia	6	Lecturer, teacher	2
North America	5	Trainee	3
Other countries	5	Other position	4
Distance to home	%	Student	7
up to 50 km	16	Other not gainfully employed	2
more than 50 km up to 100 km	2	Economic sector	%
more than 100 km up to 300 km	18	Industry	43
over 300 km	65	Skilled trades	2
Countries with the highest visitor shares	%	Retail trade	1
Austria	10	Wholesale/foreign trade	1
Switzerland	10	Service	29
France	9	Politics, public administration	4
Czech Republic	7	Association/guild/chamber	1
Poland	6	Research/science	2
Frequency of visits to trade fair	%	School, university, education	1
Previous event	39	Media	2
Earlier events	36	Other sectors	6
First visit	46	Student	7
Average length of stay	1,6 days	Other not gainfully employed	2
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	12	Number of employees	
Collectively	30	1- 4 5 500 - 999	7
In an advisory capacity	32	5- 9 3 1 000 and more	42
No	18	10- 49 11 Student	7
Student	7	50- 199 14 Other not gainfully employed	2
Other not gainfully employed	2	200- 499 11	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

Trade visitors' profile

Visitors (number of entries)	3 057	Area of responsibility	%
Proportion of trade visitors	100%	Management	15
Germany (total)	100	Research/development/design	4
of which		Manufacturing, production, quality control	-
Nielsen 1	10 Nielsen 4	Buying/procurement	2
Bremen	- Bavaria	Finance/accounting, controlling	6
Hamburg	2 Nielsen 5+6	Information and communication technology	19
Lower Saxony	5 Berlin	Organization, personnel, administration	22
Schleswig-Holstein	3 Brandenburg	Sales	10
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	1
Hesse	4 Nielsen 7	Other area	16
Rhineland-Palatinate	4 Saxony	Student	2
Saarland	2 Thuringia	Position in the company/organization	%
Nielsen 3b	5	Head of department, senior civil servant	3
Baden-Württemberg	5	Lord Mayor, department head, treasurer, head of division	5
Distance to home	%	Head of public office, department head	5
up to 50 km	37	Department manager, subdivision manager, head of division, section head, subject head	19
more than 50 km up to 100 km	3	Commercial clerk, desk officer	15
more than 100 km up to 300 km	19	Other salaried public service employee	19
over 300 km	41	Member of the board, managing director, owner	7
Frequency of visits to trade fair	%	Area manager, authorized signatory	4
Previous event	34	Department head, group head	7
Earlier events	40	Commercial clerk, skilled worker	4
First visit	47	Lecturer, teacher	3
Average length of stay	1,3 days	Trainee	-
Influence on purchasing/procurement decisions	%	Other professional positions in the private sector	5
Decisively	16	Student	2
Collectively	34	Other not gainfully employed	2
In an advisory capacity	33	Economic sector	%
No	15	Regional administration	25
Student	2	Local government, city council	23
Size of company/organization:	%	Federal administration	13
Number of employees		Private industry	13
1- 4 5 200 - 499	19	Service	11
5- 9 3 500 - 999	12	Educational/training institutions, academy	4
10- 49 7 1 000 and more	40	Politics (municipal)	2
50- 199 13 Student	2	Politics (regional)	1
		Politics (federal)	1
		Associations, societies, unions, foundations	1
		Other sectors	6
Conducted by: Wissler & Partner, Basel			

International Green Week (2011) → Berlin

All visitors' profile

Visitors (number of entries)		424	176
Germany (total)		97	
of which			
Nielsen 1	8	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	-	Nielsen 5+6	72
Lower Saxony	6	Berlin	38
Schleswig-Holstein	2	Brandenburg	23
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pomerania	5
Nielsen 3a	2	Saxony-Anhalt	7
Hesse	2	Nielsen 7	10
Rhineland-Palatinate	1	Saxony	7
Saarland	-	Thuringia	3
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)		3	
of which			
	Other european countries	26	
	Other countries	18	
	EU	56	
Distance to home		%	
up to 50 km		49	
more than 50 km up to 100 km		8	
more than 100 km up to 300 km		25	
over 300 km		18	
Country with the highest visitor share		%	
Poland		9	
Position in the company/organisation		%	
Entrepreneur, co-owner, freelancer		10	
Managing director, board member, head of an authority etc.		2	
Area manager, works manager, plant manager, branch manager, head of public office		1	
Department head, group head, team leader		4	
Other salaried staff, civil servant, skilled worker		33	
Lecturer, teacher		4	
Trainee		5	
Other position		4	
Student		12	
Other not gainfully employed		26	
Frequency of visits to exhibition		%	
2010		37	
2009		34	
2008		31	
2007		27	
Earlier events		42	
First visit		33	

Trade visitors' profile

Visitors (number of entries)		424	176
Proportion of trade visitors		23%	
Germany (total)		94	
of which			
Nielsen 1	11	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	1	Nielsen 5+6	66
Lower Saxony	8	Berlin	35
Schleswig-Holstein	3	Brandenburg	19
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pomerania	5
Nielsen 3a	3	Saxony-Anhalt	7
Hesse	1	Nielsen 7	9
Rhineland-Palatinate	1	Saxony	7
Saarland	1	Thuringia	2
Nielsen 3b	2		
Baden-Württemberg	2		
Foreign (total)		6	
of which			
EU		59	
Other european countries		29	
Other countries		12	
Distance to home		%	
up to 50 km		45	
more than 50 km up to 100 km		7	
more than 100 km up to 300 km		22	
over 300 km		26	
Frequency of visits to exhibition		%	
2010	32	2007	22
2009	28	Earlier events	36
2008	26	First visit	42
Average length of stay		1,5 days	
Influence on purchasing/procurement decisions		%	
Decisively		18	
Collectively		19	
In an advisory capacity		13	
No		23	
Student		18	
Other not gainfully employed		9	

Area of responsibility	%
Management	18
Research/development/design	5
Manufacturing, production, quality control	23
Buying/procurement	9
Finance/accounting, controlling	5
Information and communication technology	3
Organisation, personnel, administration	10
Marketing/sales/advertising/PR	8
Logistics: storage, material management, transport	5
Maintenance/repairs	3
Other area	21
Student	18
Other not gainfully employed	9
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	7
Trainee	12
Other position	4
Student	18
Other not gainfully employed	9
Economic sector	%
Food, drinks and tobacco	14
Agriculture and forestry	18
Retail trade	9
Catering trade (restaurants, hotels and guest houses)	7
Wholesale/foreign trade	3
Horticulture, landscape gardening	6
Other service company	10
Other industry	3
Authorities, public facilities, associations	8
School, technical college, university	9
Other sectors	9
Student	19
Other not gainfully employed	8
Size of company/organisation:	%
Number of employees	
1- 4	20
5- 9	8
10- 49	17
50- 99	5
100- 499	5
500 - 999	4
1 000 and more	7
Student	18
Other not gainfully employed	9

Private visitors' profile

Visitors (number of entries)	424 176		
Proportion of private visitors	77%		
Germany (total)	98		
of which			
Nielsen 1	8	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	-	Nielsen 5+6	74
Lower Saxony	5	Berlin	39
Schleswig-Holstein	2	Brandenburg	24
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pomerania	5
Nielsen 3a	2	Saxony-Anhalt	7
Hesse	2	Nielsen 7	10
Rhineland-Palatinate	1	Saxony	7
Saarland	-	Thuringia	3
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	2		
of which			
EU	53		
Other european countries	22		
Other countries	25		
Distance to home	%		
up to 50 km	51		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	26		
over 300 km	16		
Frequency of visits to exhibition	%		
2010	38		
2009	36		
2008	33		
2007	29		
Earlier events	44		
First visit	30		
Sex	%		
Male	58		
Female	42		
Size of household	%		
1 person	17		
2 persons	48		
3 persons	17		
4 persons	12		
5 persons and more	6		
Age	%		
up to 20 years	9		
over 20 up to 30 years	13		
over 30 up to 40 years	11		
over 40 up to 50 years	20		
over 50 up to 60 years	20		
over 60 up to 70 years	19		
over 70 years	8		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	-
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	3
Trainee	2
Other position	4
Student	10
Housewife/man	3
Old-age pensioner	25
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	36
no	26
maybe	38
Follow-up business	%
Intend to buy at later date	
yes	23
no	34
maybe	43

Conducted by: Hopp & Partner, Berlin

All visitors' profile

Visitors (number of entries)	132 348
Germany (total)	76
of which	
Nielsen 1	9
Nielsen 4	6
Bremen	1
Bavaria	6
Hamburg	2
Nielsen 5+6	63
Lower Saxony	4
Berlin	47
Schleswig-Holstein	1
Brandenburg	14
Nielsen 2	7
Mecklenburg-	
North Rhine-Westph.	7
West Pommernania	2
Nielsen 3a	7
Saxony-Anhalt	2
Hesse	4
Nielsen 7	5
Rhineland-Palatinate	2
Saxony	4
Saarland	1
Thuringia	1
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	24
of which	
EU	67
Other european countries	13
Africa	6
South and Central America	2
Middle East	4
South-, East-, Central Asia	6
Other countries	2
Distance to home	%
up to 50 km	43
more than 50 km up to 100 km	3
more than 100 km up to 300 km	11
over 300 km	43
Countries with the highest visitor shares	%
Poland	13
Austria	11
Switzerland	5
United Kingdom	5
Spain	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	2
Other position	3
Student	18
Other not gainfully employed	13
Frequency of visits to trade fair	%
Previous event	38
Earlier events	48
First visit	36

Trade visitors' profile

Visitors (number of entries)	132 348
Proportion of trade visitors	57%
Germany (total)	62
of which	
Nielsen 1	13
Nielsen 4	10
Bremen	2
Bavaria	10
Hamburg	4
Nielsen 5+6	40
Lower Saxony	7
Berlin	29
Schleswig-Holstein	1
Brandenburg	7
Nielsen 2	13
Mecklenburg-	
North Rhine-Westph.	13
West Pommernania	2
Nielsen 3a	11
Saxony-Anhalt	2
Hesse	6
Nielsen 7	8
Rhineland-Palatinate	4
Saxony	5
Saarland	1
Thuringia	2
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	38
of which	
EU	69
Other european countries	12
Africa	6
Middle East	4
South-, East-, Central Asia	6
Other countries	4
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	2
more than 100 km up to 300 km	12
over 300 km	65
Countries with the highest visitor shares	%
Austria	12
Poland	11
United Kingdom	6
Spain	5
Switzerland	5
Frequency of visits to trade fair	%
Previous event	38
Earlier events	43
First visit	41
Average length of stay	2,1 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	23
In an advisory capacity	15
No	12
Student	23
Other not gainfully employed	4

Area of responsibility	%
Management	21
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	12
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	10
Student	23
Other not gainfully employed	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	3
Trainee	3
Other position	2
Student	23
Other not gainfully employed	3
Economic sector	%
Tour operator	23
Travel agency	17
Hotel company	9
Tourism organizations	7
Publishing houses/press	6
PR/advertising/consultancy	5
Transport carriers (bus, train, ship and air companies)	4
Travel technology, information and reservation systems	3
Business travel	3
Research institute/educational institution	3
Tourism federations/associations	3
Trade fair organizer/conference and congress organizer	3
Vacation property	1
Telecommunication	1
Other sectors	12
Student	23
Other not gainfully employed	4
Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	11
10- 49	18
50- 199	12
200- 499	5
500 - 999	2
1 000 and more	7
Student	23
Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	132 348
Proportion of private visitors	43%
Germany (total)	95
of which	
Nielsen 1	5
Nielsen 4	2
Bremen	-
Bavaria	2
Hamburg	1
Nielsen 5+6	84
Lower Saxony	3
Berlin	62
Schleswig-Holstein	1
Brandenburg	19
Nielsen 2	3
Mecklenburg-	
North Rhine-Westph.	3
West Pommernania	2
Nielsen 3a	3
Saxony-Anhalt	1
Hesse	2
Nielsen 7	3
Rhineland-Palatinate	1
Saxony	3
Saarland	-
Thuringia	1
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	5
of which	
EU	57
Other european countries	21
Other countries	23
Country with the highest visitor share	%
Poland	34
Distance to home	%
up to 50 km	71
more than 50 km up to 100 km	5
more than 100 km up to 300 km	10
over 300 km	14
Frequency of visits to trade fair	%
Previous event	37
Earlier events	56
First visit	29
Sex	%
Male	41
Female	59
Size of household	%
1 person	25
2 persons	47
3 persons	15
4 persons	9
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	12
over 40 up to 50 years	21
over 50 up to 60 years	23
over 60 up to 70 years	17
over 70 years	8

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	5
Trainee	2
Other position	4
Student	11
Housewife/man	3
Old-age pensioner	21
Other not gainfully employed	2

Buying and ordering capacity N/A

Follow-up business N/A

Conducted by: Hopp & Partner, Berlin

DLG Field days → Bernburg-Strenzfeld

Trade visitors' profile

Visitors (number of entries)	22 472	Area of responsibility	%
Proportion of trade visitors	97%	Management	31
Germany (total)	92	Research/development/design	10
of which		Manufacturing, production, quality control	15
Nielsen 1	22	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	3
Hamburg	-	Information and communication technology	4
Lower Saxony	18	Organization, personnel, administration	4
Schleswig-Holstein	3	Sales	17
Nielsen 2	7	Marketing, advertising, PR	7
North Rhine-Westph.	7	Logistics: storage, material management, transport	4
Nielsen 3a	11	Maintenance/repairs	5
Hesse	7	Other area	8
Rhineland-Palatinate	3	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemberg	7	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	36
		Managing director, board member, head of an authority etc.	10
		Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	23
		Lecturer, teacher	2
		Trainee	4
		Other position	3
		Student	7
		Other not gainfully employed	1
		Economic sector	%
		Agricultural business, company	52
		Service supply agency	2
		Agricultural contractors, agricultural machinery	10
		Industry	10
		Consulting, other services	7
		University/polytechnic	3
		Authority/public services	4
		Other sectors	2
		Student	7
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	39
		5- 9	8
		10- 49	17
		50- 199	10
		200- 499	3
		500 - 999	2
		1 000 and more	5
		Student	7
		Other not gainfully employed	1
		N/A	7

Conducted by: Wissler & Partner, Basel

BOATFIT → Bremen

Private visitors' profile

Visitors (number of entries)	9 761	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	16
Germany (total)	98	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	84	Department head, group head, team leader	8
Bremen	26	Other salaried staff, civil servant, skilled worker	21
Hamburg	3	Lecturer, teacher	4
Lower Saxony	49	Trainee	4
Schleswig-Holstein	6	Other position	1
Nielsen 2	10	Student	3
North Rhine-Westph.	10	Housewife/man	1
Nielsen 3a	2	Old-age pensioner	32
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	1		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	1	Purchase or order made or intended at the exhibition	62
Baden-Württemberg	1	yes	17
		no	21
		maybe	21
		Follow-up business	%
		Intend to buy at later date	40
		yes	17
		no	43
		maybe	43
		Frequency of visits to trade fair	%
		2011	34
		2010	33
		2009	25
		2008	16
		Earlier events	7
		First visit	39
		Sex	%
		Male	82
		Female	18
		Size of household	%
		1 person	18
		2 persons	49
		3 persons	13
		4 persons	13
		5 persons and more	7
		Age	%
		up to 20 years	4
		over 20 up to 30 years	5
		over 30 up to 40 years	9
		over 40 up to 50 years	21
		over 50 up to 60 years	25
		over 60 up to 70 years	26
		over 70 years	11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Bremen Classic Motorshow

Private visitors' profile

Visitors (number of entries)	37 471	Position in the company/organization	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	16
Germany (total)	95	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	85	Department head, group head, team leader	8
Bremen	19	Other salaried staff, civil servant, skilled worker	21
Hamburg	5	Lecturer, teacher	4
Lower Saxony	53	Trainee	4
Schleswig-Holstein	8	Other position	1
Nielsen 2	10	Student	3
North Rhine-Westph.	10	Housewife/man	1
Nielsen 3a	2	Old-age pensioner	32
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	62
Baden-Württemberg	-	yes	17
		no	21
		maybe	21
		Follow-up business	%
		Intend to buy at later date	40
		yes	17
		no	43
		maybe	43
		Frequency of visits to trade fair	%
		2011	34
		2010	33
		2009	25
		2008	16
		Earlier events	7
		First visit	39
		Sex	%
		Male	82
		Female	18
		Size of household	%
		1 person	18
		2 persons	49
		3 persons	13
		4 persons	13
		5 persons and more	7
		Age	%
		up to 20 years	4
		over 20 up to 30 years	5
		over 30 up to 40 years	9
		over 40 up to 50 years	21
		over 50 up to 60 years	25
		over 60 up to 70 years	26
		over 70 years	11

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	2
Other position	6
Student	4
Housewife/man	1
Old-age pensioner	20
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	51
no	20
maybe	29
Follow-up business	%
Intend to buy at later date	
yes	26
no	25
maybe	49
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	5 757	Area of responsibility	%
Proportion of trade visitors	92%	Management	19
Germany (total)	82	Research/development/design	7
of which		Manufacturing, production, quality control	12
Nielsen 1	70	Buying/procurement	13
Bremen	20	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	39	Organization, personnel, administration	1
Schleswig-Holstein	7	Sales	24
Nielsen 2	10	Marketing, advertising, PR	3
North Rhine-Westph.	10	Logistics: storage, material management, transport	3
Nielsen 3a	5	Maintenance/repairs	1
Hesse	3	Other area	11
Rhineland-Palatinate	2	Student	3
Saarland	-	Other not gainfully employed	1
Nielsen 3b	2	Position in the company/organization	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	27
Foreign (total)	18	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	71	Department head, group head, team leader	17
Other European countries	16	Other salaried staff, civil servant, skilled worker	19
Other countries	12	Lecturer, teacher	2
Distance to home	%	Trainee	7
up to 50 km	21	Other position	5
more than 50 km up to 100 km	16	Student	3
more than 100 km up to 300 km	34	Other not gainfully employed	1
over 300 km	29	Economic sector	%
Countries with the highest visitor shares	%	Catering, communal catering	21
Denmark	18	Industry	24
Netherlands	16	Service	13
Frequency of visits to trade fair	%	Press	1
2010	31	Retail trade	14
2008	25	Wholesale trade	16
2006	19	Other sectors	8
Earlier events	13	Student	3
First visit	43	Other not gainfully employed	1
Average length of stay	1,2 days	Size of company/organization:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	32	1- 4	20
Collectively	32	5- 9	15
In an advisory capacity	21	10- 49	22
No	11	50- 199	18
Student	3	200- 499	6
Other not gainfully employed	1	500 - 999	4
		1 000 and more	12
		Student	3
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	73 160	Position in the company/organization	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	6
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	99	Department head, group head, team leader	6
Bremen	48	Other salaried staff, civil servant, skilled worker	36
Hamburg	-	Lecturer, teacher	2
Lower Saxony	50	Trainee	3
Schleswig-Holstein	-	Other position	6
Nielsen 2	1	Student	6
North Rhine-Westph.	1	Housewife/man	6
Nielsen 3a	-	Old-age pensioner	22
Hesse	-	Other not gainfully employed	3
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	77
Baden-Württemberg	-	no	5
Distance to home	%	maybe	18
up to 50 km	82	Follow-up business	%
more than 50 km up to 100 km	12	Intend to buy at later date	
more than 100 km up to 300 km	4	yes	23
over 300 km	1	no	19
Frequency of visits to trade fair	%	maybe	58
Previous event	46	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Earlier events	68		
First visit	19		
Sex	%		
Male	30		
Female	70		
Size of household	%		
1 person	17		
2 persons	51		
3 persons	15		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	13		
over 30 up to 40 years	13		
over 40 up to 50 years	22		
over 50 up to 60 years	22		
over 60 up to 70 years	19		
over 70 years	7		

RAD + OUTDOOR → Bremen

Private visitors' profile

Visitors (number of entries)	12 141	Position in the company/organization	%
Proportion of private visitors	98%	Entrepreneur, co-owner, freelancer	6
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	96	Nielsen 4	-
Bremen	36	Bavaria	-
Hamburg	1	Nielsen 5+6	-
Lower Saxony	58	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	2	Mecklenburg-	-
North Rhine-Westph.	2	West Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	1	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	1
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	68	yes	36
more than 50 km up to 100 km	18	no	27
more than 100 km up to 300 km	12	maybe	37
over 300 km	2	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
2011	33	yes	32
2010	16	no	18
2009	13	maybe	51
Earlier events	9	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
First visit	38		
Sex	%		
Male	62		
Female	38		
Size of household	%		
1 person	18		
2 persons	38		
3 persons	17		
4 persons	17		
5 persons and more	9		
Age	%		
up to 20 years	12		
over 20 up to 30 years	13		
over 30 up to 40 years	12		
over 40 up to 50 years	29		
over 50 up to 60 years	19		
over 60 up to 70 years	13		
over 70 years	3		

ReiseLust → Bremen

Private visitors' profile

Visitors (number of entries)	29 715*	Position in the company/organization	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	95	Nielsen 4	1
Bremen	37	Bavaria	1
Hamburg	1	Nielsen 5+6	1
Lower Saxony	56	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	3	Mecklenburg-	-
North Rhine-Westph.	3	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	2	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	66	yes	24
more than 50 km up to 100 km	18	no	43
more than 100 km up to 300 km	13	maybe	33
over 300 km	4	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
Previous event	33	yes	24
Earlier events	37	no	21
First visit	38	maybe	55
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	46		
Female	54		
Size of household	%		
1 person	13		
2 persons	62		
3 persons	11		
4 persons	9		
5 persons and more	4		
Age	%		
up to 20 years	2		
over 20 up to 30 years	8		
over 30 up to 40 years	9		
over 40 up to 50 years	20		
over 50 up to 60 years	27		
over 60 up to 70 years	24		
over 70 years	10		

*) Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Multiple answers were permitted.

Baumesse Chemnitz (2011)

Private visitors' profile

Visitors (number of entries)	7 789	Position in the company/organization	%
Proportion of private visitors	79%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	-	Nielsen 4	-
Bremen	-	Bavaria	-
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	1
Hesse	-	Nielsen 7	99
Rhineland-Palatinate	-	Saxony	97
Saarland	-	Thuringia	2
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%		
up to 50 km	90		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	2		
over 300 km			
Frequency of visits to exhibition	%		
Previous event	28		
Earlier events	26		
First visit	45		
Sex	%		
Male	59		
Female	41		
Size of household	%		
1 person	5		
2 persons	49		
3 persons	24		
4 persons	15		
5 persons and more	7		

Age	%
up to 20 years	2
over 20 up to 30 years	17
over 30 up to 40 years	18
over 40 up to 50 years	21
over 50 up to 60 years	21
over 60 up to 70 years	15
over 70 years	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	46
Lecturer, teacher	1
Trainee	1
Other position	2
Student	3
Housewife/man	1
Old-age pensioner	17
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	12
no	63
maybe	25
Follow-up business	%
Intend to buy at later date	
yes	26
no	43
maybe	31
Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz	

Trade visitors' profile

Visitors (number of entries)	1 800	Area of responsibility	%
Proportion of trade visitors	96%	Management	15
Germany (total)	100	Research/development/design	13
of which		Manufacturing, production, quality control	11
Nielsen 1	- Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	2
Lower Saxony	- Berlin	Organization, personnel, administration	2
Schleswig-Holstein	- Brandenburg	Sales	15
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	- Saxony-Anhalt	Maintenance/repairs	1
Hesse	- Nielsen 7	Other area	2
Rhineland-Palatinate	- Saxony	Student	19
Saarland	- Thuringia	Other not gainfully employed	7
Nielsen 3b	-	Position in the company/organization	%
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	10
Distance to home	%	Managing director, board member, head of an authority etc.	6
up to 50 km	74	Area manager, works manager, plant manager, branch manager, head of public office	4
more than 50 km up to 100 km	16	Department head, group head, team leader	7
more than 100 km up to 300 km	7	Other salaried staff, civil servant, skilled worker	41
over 300 km	2	Lecturer, teacher	3
Frequency of visits to trade fair	%	Trainee	3
2010	20	Other position	-
2009	15	Student	19
2008	12	Other not gainfully employed	7
2007	10	Economic sector	%
First visit	71	Mechanical, appliance and plant engineering	31
Average length of stay	1,0 days	metal production and processing	10
Influence on purchasing/procurement decisions	%	Plastics processor	1
Decisively	19	Electrical engineering/electronics	9
Collectively	16	Surface treatment, thermal treatment	1
In an advisory capacity	17	Information and communication technology	3
No	19	Vehicle building	2
Student	22	Trade	3
Other not gainfully employed	8	Research and development	6
Size of company/organization:		Banking/insurance	3
Number of employees	%	Training and further training	5
1- 4	10	Services provided for companies, contract manufacturers, suppliers	9
5- 9	7	Other sectors	21
10- 49	20	Student	19
50- 199	16	Other not gainfully employed	7
200- 499	7		

Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz

Trade visitors' profile

Visitors (number of entries)	8 604	Area of responsibility	%
Proportion of trade visitors	91%	Management	38
Germany (total)	76	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	18 Nielsen 4	Buying/procurement	10
Bremen	1 Bavaria	Finance/accounting, controlling	2
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	12 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	34
Nielsen 2	55 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	55 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hesse	6 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Student	1
Saarland	1 Thuringia	Position in the company/organization	%
Nielsen 3b	4	Entrepreneur, co-owner, freelancer	52
Baden-Württemberg	4	Managing director, board member, head of an authority etc.	12
Foreign (total)	24	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	9
EU	61	Other salaried staff, civil servant, skilled worker	10
Other european countries	15	Lecturer, teacher	1
Other countries	25	Trainee	3
Distance to home	%	Other position	4
up to 50 km	20	Student	1
more than 50 km up to 100 km	15	Economic sector	%
more than 100 km up to 300 km	25	Tobacco products retail, smoker's requisites, with press/lottery	44
over 300 km	40	Tobacco products retail, smoker's requisites, with food/drink	12
Country with the highest visitor share	%	Exclusively tobacco products retail, smoker's requisites	4
Netherlands	13	Wholesale trade	13
Frequency of visits to trade fair	%	Foreign trade	3
Previous event	40	Industrial producer	11
Earlier events	42	Skilled trades	3
First visit	45	Other sectors	11
Average length of stay	1,3 days	Student	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	
Decisively	46	Number of employees	%
Collectively	30	1- 4	42
In an advisory capacity	16	5- 9	21
No	8	10- 49	15
Student	1	50- 199	9
		200 - 499	4
		500 - 999	2
		1 000 and more	7
		Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALUMINIUM → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	21 508	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	51	Research/development/design	17
of which		Manufacturing, production, quality control	11
Nielsen 1	7 Nielsen 4	Buying/procurement	13
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	18
Nielsen 2	56 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	56 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	3
Hesse	3 Nielsen 7	Other area	4
Rhineland-Palatinate	4 Saxony	Student	3
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	14	Position in the company/organization	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	17
Foreign (total)	49	Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	15
EU	61	Department head, group head, team leader	26
Other european countries	12	Other salaried staff, civil servant, skilled worker	19
Africa	3	Lecturer, teacher	1
North America	7	Trainee	2
Middle East	6	Other position	2
South-, East-, Central Asia	8	Student	3
Other countries	3	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	16	Aluminium manufacturing industry	15
more than 50 km up to 100 km	10	Aluminium processing industry	24
more than 100 km up to 300 km	17	Other industries, end users	19
over 300 km	57	Skilled trades	7
Countries with the highest visitor shares	%	Light metal trade	5
Netherlands	10	Other trade	5
Austria	8	Logistics and transportation	2
Italy	7	Design	2
France	5	Building, construction	5
United Kingdom	5	Media, press, publishing	1
Frequency of visits to trade fair	%	Other service	4
Previous event	29	Authority/public services	1
Earlier events	26	University/college/polytechnic	3
First visit	53	Other sectors	5
Average length of stay	1,5 days	Student	3
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	29	Size of company/organization:	%
Collectively	32	Number of employees	
In an advisory capacity	24	1- 4 9	500 - 999 8
No	10	5- 9 11	1 000 and more 15
Student	3	10- 49 20	Student 3
Other not gainfully employed	1	50- 199 21	Other not gainfully employed 1
		200- 499 12	

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL (2011) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	47 131*	Area of responsibility	%
Proportion of trade visitors	92%	Management	41
Germany (total)	91	Research/development/design	1
of which		Manufacturing, production, quality control	3
Nielsen 1	13 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Lower Saxony	9 Nielsen 5+6	Information and communication technology	-
Schleswig-Holstein	2 Berlin	Organisation, personnel, administration	1
Nielsen 2	59 Brandenburg	Sales	10
North Rhine-Westph.	59 Mecklenburg-	Marketing, advertising, PR	1
Nielsen 3a	14 West Pomerania	Logistics: storage, material management, transport	-
Hesse	7 Saxony-Anhalt	Maintenance/repairs	-
Hamburg	1 Nielsen 7	Other area	29
Rhineland-Palatinate	6 Saxony	Student	7
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	5	Position in the company/organisation	%
Baden-Württemberg	5	Entrepreneur, co-owner, freelancer	64
Foreign (total)	9	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	81	Department head, group head, team leader	4
Other european countries	11	Other salaried staff, civil servant, skilled worker	7
Other countries	9	Lecturer, teacher	1
Distance to home	%	Trainee	9
up to 50 km	32	Other position	3
more than 50 km up to 100 km	19	Student	7
more than 100 km up to 300 km	23	Other not gainfully employed	1
over 300 km	26	Economic sector	%
Country with the highest visitor share	%	Cosmetic institute	37
Netherlands	25	Nail studio	16
Frequency of visits to exhibition	%	Foot care practice	12
Previous event	54	Hairdressing salon	5
Earlier events	58	Beauty farm, wellness facilities	4
First visit	25	Cosmetic school	3
Average length of stay	1,4 days	Industry	2
Influence on purchasing/procurement decisions	%	Wholesale, import, export	2
Decisively	27	Perfumery	1
Collectively	27	Health professionals	1
In an advisory capacity	24	Doctor's practice, hospital	1
No	16	Pharmacy	1
Student	7	Tanning studios	1
Other not gainfully employed	1	Service	2
		Other sectors	4
		Student	7
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4 60	1 000 and more 1
		5- 9 9	Student 7
		10- 49 8	Other not gainfully employed 1
		50- 199 4	N/A 8
		200- 499 1	
		500- 999 1	

* Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL / TOP HAIR INTERNATIONAL. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

boot (2011)

Private visitors' profile

Visitors (number of entries)	252 441	Proportion of private visitors	84%
Germany (total)	88	Germany (total)	88
of which		of which	
Nielsen 1	7 Nielsen 4	Nielsen 1	7 Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	1 Nielsen 5+6	Hamburg	1 Nielsen 5+6
Lower Saxony	5 Berlin	Lower Saxony	5 Berlin
Schleswig-Holstein	1 Brandenburg	Schleswig-Holstein	1 Brandenburg
Nielsen 2	69 Mecklenburg-	Nielsen 2	69 Mecklenburg-
North Rhine-Westph.	69 West Pomerania	North Rhine-Westph.	69 West Pomerania
Nielsen 3a	13 Saxony-Anhalt	Nielsen 3a	13 Saxony-Anhalt
Hesse	6 Nielsen 7	Hesse	6 Nielsen 7
Rhineland-Palatinate	5 Saxony	Rhineland-Palatinate	5 Saxony
Saarland	1 Thuringia	Saarland	1 Thuringia
Nielsen 3b	4	Nielsen 3b	4
Baden-Württemberg	4	Baden-Württemberg	4
Foreign (total)	12	Foreign (total)	12
of which		of which	
EU	78	EU	78
Other european countries	16	Other european countries	16
Other countries	6	Other countries	6
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	37	Netherlands	37
Belgium	13	Belgium	13
Switzerland	9	Switzerland	9
Luxembourg	7	Luxembourg	7
Austria	7	Austria	7
Distance to home	%	Distance to home	%
up to 50 km	38	up to 50 km	38
more than 50 km up to 100 km	20	more than 50 km up to 100 km	20
more than 100 km up to 300 km	23	more than 100 km up to 300 km	23
over 300 km	19	over 300 km	19
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	46	Previous event	46
Earlier events	71	Earlier events	71
First visit	21	First visit	21
Sex	%	Sex	%
Male	72	Male	72
Female	28	Female	28
Size of household	%	Size of household	%
1 person	17	1 person	17
2 persons	39	2 persons	39
3 persons	16	3 persons	16
4 persons	20	4 persons	20
5 persons and more	8	5 persons and more	8

Private visitors' profile

Age	%
up to 20 years	6
over 20 up to 30 years	10
over 30 up to 40 years	14
over 40 up to 50 years	31
over 50 up to 60 years	23
over 60 up to 70 years	12
over 70 years	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	4
Student	8
Other not gainfully employed	17
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	58
no	15
maybe	27
Follow-up business	%
Intend to buy at later date	
yes	42
no	18
maybe	41

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	165 424
Proportion of private visitors	91%
Germany (total)	88
of which	
Nielsen 1	10
Bremen	-
Hamburg	1
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	66
North Rhine-Westph.	66
Nielsen 3a	16
Hesse	8
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	12
of which	
EU	86
Other european countries	11
Other countries	3
Countries with the highest visitor shares	%
Netherlands	34
Belgium	22
Switzerland	9
France	8
Luxembourg	6
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	19
Frequency of visits to trade fair	%
Previous event	47
Earlier events	64
First visit	26
Sex	%
Male	58
Female	42
Size of household	%
1 person	8
2 persons	52
3 persons	16
4 persons	17
5 persons and more	7
Age	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	9
over 40 up to 50 years	30
over 50 up to 60 years	31
over 60 up to 70 years	21
over 70 years	5

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	5
Trainee	1
Other position	6
Student	2
Housewife/man	2
Old-age pensioner	4
Other not gainfully employed	24
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	45
no	16
maybe	39
Follow-up business	%
Intend to buy at later date	
yes	34
no	10
maybe	56

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	8 131
Proportion of trade visitors	98%
Germany (total)	58
of which	
Nielsen 1	15
Bremen	1
Hamburg	3
Lower Saxony	10
Schleswig-Holstein	1
Nielsen 2	26
North Rhine-Westph.	26
Nielsen 3a	12
Hesse	5
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)	42
of which	
EU	81
Other european countries	11
Other countries	8
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	24
over 300 km	60
Countries with the highest visitor shares	%
Netherlands	25
Austria	9
Belgium	9
France	8
Italy	8
Frequency of visits to trade fair	%
Previous event	17
Earlier events	20
First visit	66
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	27
In an advisory capacity	24
No	13
Student	16
Other not gainfully employed	2

Area of responsibility	%
Management	17
Research/development/design	38
Manufacturing, production, quality control	8
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Student	16
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	1
Other position	2
Student	16
Other not gainfully employed	2
Economic sector	%
Manufacturers of composite finished products	18
Manufacturers of machines, equipment, systems	8
Manufacturers of raw materials for composites	8
Manufacturers of composite semi-finished products	4
Manufacturers of composite intermediate products	1
Users of composites	10
Trade	5
Skilled trades	1
Research and development institute	7
Other service	6
University/college/polytechnic	3
Other sectors	11
Student	16
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	4
10- 49	16
50- 199	14
200- 499	10
500 - 999	7
1 000 and more	23
Student	16
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

drupa - print media messe → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	314 248	Area of responsibility	%
Proportion of trade visitors	97%	Management	29
Germany (total)	40	Research/development/design	10
of which		Manufacturing, production, quality control	21
Nielsen 1	11	Buying/procurement	4
Nielsen 4	13	Finance/accounting, controlling	1
Bremen	-	Information and communication technology	2
Hamburg	2	Organization, personnel, administration	1
Lower Saxony	6	Sales	10
Schleswig-Holstein	3	Marketing, advertising, PR	7
Nielsen 2	39	Logistics: storage, material management, transport	1
North Rhine-Westph.	39	Maintenance/repairs	3
Nielsen 3a	13	Other area	6
Hesse	8	Student	5
Rhineland-Palatinate	4	Other not gainfully employed	1
Saarland	1	Position in the company/organization	%
Nielsen 3b	15	Entrepreneur, co-owner, freelancer	22
Baden-Württemberg	15	Managing director, board member, head of an authority etc.	16
Foreign (total)	60	Area manager, works manager, plant manager, branch manager, head of public office	14
of which		Department head, group head, team leader	18
EU	46	Other salaried staff, civil servant, skilled worker	17
Other european countries	10	Lecturer, teacher	2
Africa	6	Trainee	4
North America	5	Other position	2
South and Central America	9	Student	5
Middle East	6	Other not gainfully employed	1
South-, East-, Central Asia	14	Economic sector	%
Australia	3	Printing	44
Distance to home	%	Pre-print and production technology	12
up to 50 km	10	Book binding company and processing	5
more than 50 km up to 100 km	6	Multimedia, e-technologies and Internet	1
more than 100 km up to 300 km	17	Marketing, advertising and PR	4
over 300 km	68	IT, advisory services, information logistics, agencies, DL	3
Countries with the highest visitor shares	%	Publishing and media industry	2
India	7	Paper, cardboard and packaging material	5
Belgium	7	Pre-print, print and post-print technology, suppliers	3
France	7	Trade specializing in printers' and designers' demands	2
Netherlands	6	IT, computer output, databases etc.	1
United Kingdom	5	Packaging industry	4
Frequency of visits to trade fair	%	University/college/polytechnic	2
Previous event	47	Other sectors	7
Earlier events	43	Student	5
First visit	39	Other not gainfully employed	1
Average length of stay	3,0 days	Size of company/organization:	%
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	29	1- 4	10
Collectively	28	5- 9	8
In an advisory capacity	24	10- 49	24
No	13	50- 199	21
Student	5	200- 499	10
Other not gainfully employed	1	500 - 999	5
		1 000 and more	13
		Student	5
		Other not gainfully employed	1
		N/A	3

Conducted by: Wissler & Partner, Basel

EuroCIS (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	5 003
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	11
more than 100 km up to 300 km	20
over 300 km	48
Total Germany	63
Baden-Württemberg	10
Bavaria	8
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg-West Pommern	3
Lower Saxony	5
North Rhine-Westphalia	50
Rhineland-Palatinate	3
Saarland	3
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-
Total Foreign	37
of which EU	73
Rest of Europe	12
South-, East-, Central Asia	8
other countries	7
The four countries with the highest visitor shares	%
Netherlands	18
Great Britain	9
Austria	7
Belgium	7
Position in the company/organisation	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	12
Department head, group head	26
Other salaried staff/public service	21
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	-
Other position	4
Other not gainfully employed	1
Frequency of visits to exhibition	%
2009	30
2008	30
2007	21
First visit	52

Additional data trade visitors

Economic sector	%
Retail trade	31
Wholesale/foreign trade	9
Industry	14
Service	25
Catering/hotels	2
Petrol station, convenience store	1
Media, press, publishing	3
University/college/polytechnic	1
Other	14
Other not gainfully employed	1
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	32
In an advisory capacity	25
No	14
Other not gainfully employed	1
Area of responsibility	%
Management	28
Research/development/design	6
Planning/work preparation	1
Manufacture/production	1
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	18
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	8
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	9
5- 9	6
10- 49	21
50- 99	8
100- 199	7
200- 499	8
500- 999	8
1 000 - 9 999	16
10 000 and more	15
other not gainfully employed	1
Length of stay	%
1. Length of stay (days):	
one	79
two	18
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A
Conducted by: Wissler & Partner, Basel	

GDS (Spring) (2010)

Basic data trade visitors

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

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

Additional data trade visitors

Economic sector	%
Shoe retail trade	34
Shoe retail chain	6
Specialist textile/clothing retail, boutique	5
Mail order	3
Online shop	2
Specialist leather goods	2
Buying alliances, buying groups	1
Department store	1
Other retail	1
Wholesale trade	5
Commercial agency	4
Import, Export	3
Designer	5
Other service	7
Shoe manufacturing	5
Other industry	4
Other	7
Student	3
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	25
In an advisory capacity	17
No	14
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	3
Planning/work preparation	1
Manufacture/production	3
Production, quality control	-
Buying/procurement	12
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organisation/personnel/	-
social welfare/training	1
Marketing/sales/advertising/PR	29
Storage/material management/logistics/	-
transport	1
Maintenance/repairs	-
Other area	9
Student	3
Other not gainfully employed	2

Size of company/organisation:	%
Number of employees:	
1- 4	30
5- 9	12
10- 49	21
50- 99	6
100-199	5
200-499	6
500- 999	3
1 000- 9 999	6
10 000 and more	2
Student	3
other not gainfully employed	2

Length of stay	%
1. Length of stay (days):	
one	57
two	28
three	16
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	23 108*
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Proportion of trade visitors	93%
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Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	19
over 300 km	60

Total Germany	49
Baden-Württemberg	10
Bavaria	9
Berlin	6
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	44
Rhineland-Palatinate	7
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-

Total Foreign	51
of which EU	59
Rest of Europe	12
South and Central America	5
Middle East	5
South-, East-, Central Asia	11
other countries	9

The five countries with the highest visitor shares	%
Netherlands	12
Great Britain	6
Belgium	6
France	5
Italy	5

Position in the company/organisation	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	10
Other salaried staff/public service	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	6
Student	1

Frequency of visits to exhibition	%
Spring 2010	42
Autumn 2009	39
2009 (Spring)	36
Earlier events	33
First visit	32

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

Additional data trade visitors

Economic sector	%
Specialist shoe shop	37
Specialist leather goods	2
Shoe retail chain	7
Fashion houses, department stores	5
Clothing chain stores, chain fashion houses	1
Department store	1
Mail order	2
Online shop	5
Commercial agency	2
Wholesale/foreign trade (Import/Export)	9
Shoe industry, shoe manufacture	7
Suppliers to shoe and leather manufacturers	2
Media, press, publishing	3
Designers, modellers	5
Other sectors	9
Student	1

Influence on purchasing/procurement decisions	%
Decisively	40
Collectively	26
In an advisory capacity	19
No	14
Student	1

Area of responsibility	%
Management	38
Research/development/design	1
Planning/work preparation	1
Manufacture/production	3
Production, quality control	1
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/	-
social welfare/training	1
Marketing/sales/advertising/PR	31
Storage/material management/logistics/	1
transport	-
Maintenance/repairs	-
Other area	10
Student	1

Size of company/organisation:	%
Number of employees:	
1- 4	28
5- 9	16
10- 49	19
50- 99	7
100-199	5
200-499	7
500- 999	4
1 000- 9 999	6
10 000 and more	3
Student	1
N/A	3

Length of stay	%
1. Length of stay (days):	
one	55
two	27
three	18
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	44 298
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Proportion of trade visitors	97%
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Region of residence	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	67

Total Germany	43
Baden-Württemberg	7
Bavaria	15
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	-
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	9
North Rhine-Westphalia	39
Rhineland-Palatinate	7
Saarland	1
Saxony	4
Saxony-Anhalt	3
Schleswig-Holstein	2
Thuringia	3

Total Foreign	57
of which EU	58
Rest of Europe	10
Africa	5
North America	7
South and Central America	6
Middle East	5
South-, East-, Central Asia	7
Australia	3

The five countries with the highest visitor shares	%
Italy	9
Netherlands	7
France	7
Belgium	6
USA	6

Position in the company/organisation	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	10
Department head, group head	21
Other salaried staff/public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	3
Other not gainfully employed	2

Frequency of visits to exhibition	%
2008	49
2006	40
Earlier events	31
First visit	35

Additional data trade visitors

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

Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	30
In an advisory capacity	23
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/organisation/personnel/	-
social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	-
transport	1
Maintenance/repairs	4
Other area	6
Student	3
Other not gainfully employed	2

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

Length of stay	%
1. Length of stay (days):	
one	45
two	28
three	13
four	13
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

IMA → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	9 575	Area of responsibility	%
Proportion of trade visitors	95%	Management	37
Germany (total)	91	Research/development/design	3
of which		Manufacturing, production, quality control	5
Nielsen 1	15	Buying/procurement	4
Nielsen 4	11	Finance/accounting, controlling	4
Bremen	1	Information and communication technology	2
Hamburg	2	Organization, personnel, administration	3
Lower Saxony	10	Sales	9
Schleswig-Holstein	3	Marketing, advertising, PR	4
Nielsen 2	32	Logistics: storage, material management, transport	3
North Rhine-Westph.	32	Maintenance/repairs	11
Nielsen 3a	16	Other area	11
Hesse	6	Student	3
Rhineland-Palatinate	10	Other not gainfully employed	3
Saarland	1	Position in the company/organization	%
Nielsen 3b	14	Entrepreneur, co-owner, freelancer	40
Baden-Württemberg	14	Managing director, board member, head of an authority etc.	8
Foreign (total)	9	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	13
EU	75	Other salaried staff, civil servant, skilled worker	16
Other countries	25	Lecturer, teacher	1
Distance to home	%	Trainee	7
up to 50 km	13	Other position	4
more than 50 km up to 100 km	9	Student	3
more than 100 km up to 300 km	33	Other not gainfully employed	3
over 300 km	45	Economic sector	%
Country with the highest visitor share	%	Industry (manufacturer)	19
Austria	25	Retail trade	17
Frequency of visits to trade fair	%	Wholesale/foreign trade	6
Previous event	44	Skilled trades	4
Earlier events	47	Bank	1
First visit	32	Insurance	1
Average length of stay	1,5 days	Other service	26
Influence on purchasing/procurement decisions	%	Authority/public services	1
Decisively	21	University/college/polytechnic	1
Collectively	26	Other sectors	20
In an advisory capacity	28	Student	3
No	19	Other not gainfully employed	3
Student	3	Size of company/organization:	%
Other not gainfully employed	3	Number of employees	%
		1- 4	23
		5- 9	12
		10- 49	22
		50- 199	13
		200- 499	7
		500 - 999	3
		1 000 and more	14
		Student	3
		Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

InterCool (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	8 829*	Additional data trade visitors	%
Proportion of trade visitors	95%	Economic sector	8
Region of residence	%	Food retail trade	18
up to 50 km	19	Food wholesalers	1
more than 50 km up to 100 km	14	Wholesale, trade: technology fixtures and fittings/equipment	8
more than 100 km up to 300 km	28	Import/export	16
over 300 km	39	Foodstuff industry	6
Total Germany	78	Supply industry for food manufacture	4
Baden-Württemberg	6	Bakery	6
North Rhine-Westphalia	50	Service and consulting companies	3
Bavaria	5	Hotel	3
Rhineland-Palatinate	7	Gastronomy, mass catering, catering & party service, snack and quick-service	9
Berlin	3	Outlet	2
Saarland	1	Association, institution	1
Saxony	1	Specialist press	12
Saxony-Anhalt	1	Other sectors	5
Schleswig-Holstein	2	Student	1
Thuringia	-	Other not gainfully employed	1
Total Foreign	22	Influence on purchasing/procurement decisions	%
of which EU	81	Decisively	30
other countries	19	Collectively	26
The country with the highest visitor share	%	In an advisory capacity	24
Netherlands	21	No	14
Position in the company/organisation	%	Student	5
Entrepreneur, partner, self-employed	25	Other not gainfully employed	1
Managing director, board member, head of an authority etc.	10	Area of responsibility	%
Senior department head, other employee with managerial responsibility	6	Management	23
Department head, group head	20	Research/development/design	5
Other salaried staff/public service	19	Planning/work preparation	2
Skilled worker	3	Manufacture/production	4
Lecturer, teacher, scientific assistant	2	Production, quality control	-
Trainee	7	Buying/procurement	20
Other position	4	Finance/accounting, controlling	1
Student	5	Information, communication technology (EDP)	-
Other not gainfully employed	1	Administration/organisation/personnel/social welfare/training	1
Frequency of visits to exhibition	%	Marketing/sales/advertising/PR	28
2008	41	Storage/material management/logistics/transport	3
2006	32	Maintenance/repairs	1
Earlier events	23	Other area	7
First visit	45	Student	5
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMoppro/hogatec. Multiple answers were permitted.

Additional data trade visitors

Length of stay	%
1. Length of stay (days):	
one	73
two	22
three	5
four	-
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A
Conducted by: Wissler & Partner, Basel	

InterMeat (2010)

Basic data trade visitors

Total number of visitors	15 503*	Additional data trade visitors	%
Proportion of trade visitors	95%	Economic sector	8
Region of residence	%	Food retail trade	18
up to 50 km	20	Food wholesalers	1
more than 50 km up to 100 km	16	Wholesale, trade: technology fixtures and fittings/equipment	8
more than 100 km up to 300 km	28	Import/export	16
over 300 km	37	Foodstuff industry	6
Total Germany	77	Supply industry for food manufacture	4
Baden-Württemberg	7	Bakery	6
North Rhine-Westphalia	54	Service and consulting companies	3
Bavaria	7	Hotel	3
Rhineland-Palatinate	3	Gastronomy, mass catering, catering & party service, snack and quick-service	9
Berlin	2	Outlet	2
Saarland	1	Association, institution	1
Saxony	1	Specialist press	12
Saxony-Anhalt	1	Other sectors	5
Schleswig-Holstein	1	Student	1
Thuringia	1	Other not gainfully employed	1
Total Foreign	23	Influence on purchasing/procurement decisions	%
of which EU	66	Decisively	30
Rest of Europe	14	Collectively	26
other countries	20	In an advisory capacity	24
The two countries with the highest visitor shares	%	No	14
Belgium	16	Student	5
Netherlands	13	Other not gainfully employed	1
Position in the company/organisation	%	Area of responsibility	%
Entrepreneur, partner, self-employed	23	Management	23
Managing director, board member, head of an authority etc.	12	Research/development/design	5
Senior department head, other employee with managerial responsibility	10	Planning/work preparation	2
Department head, group head	22	Manufacture/production	4
Other salaried staff/public service	13	Production, quality control	-
Skilled worker	6	Buying/procurement	20
Lecturer, teacher, scientific assistant	1	Finance/accounting, controlling	1
Trainee	7	Information, communication technology (EDP)	-
Other position	2	Administration/organisation/personnel/social welfare/training	1
Student	3	Marketing/sales/advertising/PR	28
Other not gainfully employed	1	Storage/material management/logistics/transport	3
Frequency of visits to exhibition	%	Maintenance/repairs	1
2008	46	Other area	7
2006	34	Student	5
Earlier events	17	Other not gainfully employed	1
First visit	42	Size of company/organisation:	%
		Number of employees:	%
		1- 4	13
		5- 9	8
		10- 49	17
		50- 99	10
		100- 199	9
		200- 499	6
		500 - 999	8
		1 000 - 9 999	13
		10 000 and more	8
		Student	5
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMoppro/hogatec. Multiple answers were permitted.

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
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	1
University/college/polytechnic	1
Other sectors	7
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	5
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/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

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

Length of stay	%
1. Length of stay (days):	
one	72
two	20
three	5
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

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	11
more than 100 km up to 300 km	24
over 300 km	41
Total Germany	80
Baden-Württemberg	2
Bavaria	12
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	9
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	11
North Rhine-Westphalia	49
Rhineland-Palatinate	5
Saarland	-
Saxony	3
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1

Total Foreign	20
of which EU	72
other countries	28

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	9
Department head, group head	24
Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	5
Other position	7
Student	2
Other not gainfully employed	1

Frequency of visits to exhibition	%
2008	37
2006	22
Earlier events	21
First visit	50

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMopro/hogatec. Multiple answers were permitted.

Additional data trade visitors

Economic sector	%
Food retail trade	19
Food wholesalers	13
Wholesale, trade: technology fixtures and fittings/equipment	1
Specialist trade: food and beverage	3
Import/export	4
Foodstuff industry	26
Supply industry for food manufacture	3
Butchers	3
Service and consulting companies	3
Hotel	3
Gastronomy, mass catering, catering & party service, snack and quick-service outlet	6
Association, institution	1
Specialist press	1
University/college/polytechnic	1
Other sectors	10
Student	2
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	32
In an advisory capacity	23
No	21
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	7
Planning/work preparation	1
Manufacture/production	5
Production, quality control	2
Buying/procurement	18
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	8
Student	2
Other not gainfully employed	1

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

Length of stay	%
1. Length of stay (days):	
one	73
two	21
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	126 485
Proportion of trade visitors	98%
Germany (total)	43
of which	
Nielsen 1	10
Bremen	1
Hamburg	2
Lower Saxony	5
Schleswig-Holstein	3
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	11
Baden-Württemberg	11
Nielsen 4	10
Bavaria	10
Nielsen 5+6	5
Berlin	3
Brandenburg	1
Mecklenburg-West Pomerania	1
Saxony-Anhalt	1
Nielsen 7	4
Saxony	3
Thuringia	1

Foreign (total)	57
of which	
EU	49
Other european countries	10
Africa	7
North America	4
South and Central America	5
Middle East	11
South-, East-, Central Asia	13
Australia	2

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	55

Countries with the highest visitor shares	%
Netherlands	7
Italy	6
United Kingdom	6
France	4
India	4

Frequency of visits to trade fair	%
Previous event	40
Earlier events	54
First visit	34

Average length of stay	2,1 days
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Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	24
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	2
Other position	3
Other not gainfully employed	1
Student	7

Economic sector	%
Doctor's practice	7
Doctors' practices, physiotherapy, ergo-therapy, logopaedia	4
Other practices	1
Medical laboratory/institute	4
Rehabilitation and spa facilities	2
Medical care centre	1
Industry	17
Hospital/university hospital/clinic	18
Medical and healthcare suppliers, sales representatives	14
Pharmacy	1
Other trade	6
Service	7
Other sectors	11
Student	7
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	13
5- 9	12
10- 49	26
50- 199	15
200- 499	8
500 - 999	4
1 000 and more	13
Student	7
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

METAV → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	40 664	Area of responsibility	%
Proportion of trade visitors	97%	Management	13
Germany (total)	91	Research/development/design	9
of which		Manufacturing, production, quality control	35
Nielsen 1	6	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	7
Nielsen 2	65	Marketing, advertising, PR	1
North Rhine-Westph.	65	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	7
Hesse	7	Other area	7
Rhineland-Palatinate	7	Student	12
Saarland	1	Other not gainfully employed	1
Nielsen 3b	6		
Baden-Württemberg	6		
Foreign (total)	9	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	13
EU	75	Managing director, board member, head of an authority etc.	4
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	10
Other countries	11	Department head, group head, team leader	19
Distance to home	%	Other salaried staff, civil servant, skilled worker	21
up to 50 km	33	Lecturer, teacher	5
more than 50 km up to 100 km	21	Trainee	13
more than 100 km up to 300 km	25	Other position	1
over 300 km	21	Student	12
Countries with the highest visitor shares	%	Other not gainfully employed	1
Belgium	16		
Austria	14		
Netherlands	14		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	34	Machine and plant construction	30
Earlier events	40	Automobile industry	6
First visit	45	Supplier to the automobile industry	4
Average length of stay	1,3 days	Other industry	17
Influence on purchasing/procurement decisions	%	Skilled trades	10
Decisively	16	Technical retail trade	6
Collectively	26	Other service	5
In an advisory capacity	24	University/college/polytechnic	5
No	22	Other sectors	2
Student	12	Student	12
Other not gainfully employed	1	Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

ProWein → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	40 667	Area of responsibility	%
Proportion of trade visitors	95%	Management	32
Germany (total)	65	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	22
Nielsen 2	33	Marketing, advertising, PR	7
North Rhine-Westph.	33	Logistics: storage, material management, transport	1
Nielsen 3a	29	Maintenance/repairs	-
Hesse	8	Other area	8
Rhineland-Palatinate	20	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	14		
Baden-Württemberg	14		
Foreign (total)	35	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	42
EU	75	Managing director, board member, head of an authority etc.	10
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	11
North America	6	Department head, group head, team leader	12
South-, East-, Central Asia	3	Other salaried staff, civil servant, skilled worker	10
Other countries	6	Lecturer, teacher	2
Distance to home	%	Trainee	4
up to 50 km	15	Other position	2
more than 50 km up to 100 km	7	Student	6
more than 100 km up to 300 km	31	Other not gainfully employed	1
over 300 km	47		
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	15	Specialist Wine, sparkling wine, spirituous beverages	19
France	9	Independent Retail grocery trade	3
Austria	7	Other retail	6
Belgium	6	Wholesale trade for wine, sparkling wine and spirits	9
Sweden	5	Import/export	9
Frequency of visits to trade fair	%	Other wholesale/foreign trade	3
Previous event	47	Catering	12
Earlier events	52	Hotel	5
First visit	35	Manufacturing sector	6
Average length of stay	1,8 days	Media, press, publishing	3
Influence on purchasing/procurement decisions	%	Other service	7
Decisively	42	Trade association, institution	1
Collectively	26	Specialist writers	1
In an advisory capacity	16	University/college/polytechnic	2
No	10	Public authority	1
Student	6	Other sectors	7
Other not gainfully employed	1	Student	6
		Other not gainfully employed	1

Size of company/organization:			%
Number of employees			
1- 4	32	500 - 999	2
5- 9	15	1 000 and more	5
10- 49	20	Student	6
50- 199	13	Other not gainfully employed	1
200- 499	4		

Conducted by: Wissler & Partner, Basel

PSI

Trade visitors' profile

Visitors (number of entries)	16 167	Area of responsibility	%
Proportion of trade visitors	100%	Management	32
Germany (total)	45	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	14	Buying/procurement	14
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	22
Nielsen 2	36	Marketing, advertising, PR	7
North Rhine-Westph.	36	Logistics: storage, material management, transport	1
Nielsen 3a	19	Maintenance/repairs	-
Hesse	9	Other area	8
Rhineland-Palatinate	9	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)	55	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	42
EU	77	Managing director, board member, head of an authority etc.	10
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	11
Other countries	10	Department head, group head, team leader	12
Distance to home	%	Other salaried staff, civil servant, skilled worker	10
up to 50 km	15	Lecturer, teacher	2
more than 50 km up to 100 km	4	Trainee	4
more than 100 km up to 300 km	24	Other position	2
over 300 km	57	Student	6
Countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	11		
Belgium	5		
Austria	4		
France	4		
Switzerland	4		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	45	Specialist Wine, sparkling wine, spirituous beverages	19
Earlier events	42	Independent Retail grocery trade	3
First visit	31	Other retail	6
Average length of stay	2,0 days	Wholesale trade for wine, sparkling wine and spirits	9
Influence on purchasing/procurement decisions	%	Import/export	9
Decisively	36	Other wholesale/foreign trade	3
Collectively	34	Catering	12
In an advisory capacity	19	Hotel	5
No	7	Manufacturing sector	6
Student	2	Media, press, publishing	3
Other not gainfully employed	1	Other service	7

Area of responsibility	%
Management	36
Research/development/design	1
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	13
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	3
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	-
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Advertising speciality trader	48
Advertising speciality wholesale trader	17
Full-service agency	7
Services, promotion fitting	4
Textile finishing	5
Advertising agency	3
Manufacturers, importer	9
Other sectors	4
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	28
5- 9	22
10- 49	30
50- 199	10
200- 499	3
500 - 999	1
1 000 and more	4
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	50 078
Proportion of trade visitors	68%
Germany (total)	83
of which	
Nielsen 1	11
Bremen	1
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	1
Nielsen 2	63
North Rhine-Westph.	63
Nielsen 3a	11
Hesse	6
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	4
Baden-Württemberg	4
Foreign (total)	17
of which	
EU	68
Other european countries	11
South-, East-, Central Asia	6
Other countries	14
Distance to home	%
up to 50 km	32
more than 50 km up to 100 km	15
more than 100 km up to 300 km	33
over 300 km	21
Countries with the highest visitor shares	%
France	8
Italy	8
Netherlands	8
United Kingdom	8
Frequency of visits to trade fair	%
Previous event	32
Earlier events	53
First visit	41
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	27
In an advisory capacity	26
No	20
Student	7
Other not gainfully employed	3
Area of responsibility	%
Management	14
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	7
Sales	10

Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	41
Student	7
Other not gainfully employed	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	4
Trainee	7
Other position	9
Student	7
Other not gainfully employed	3
Economic sector	%
Medicine and sanitary/medical specialist trade	12
Orthopaedic trade	4
Rehabilitation facilities	7
Special facilities (school, workshop, nursery)	4
In-patient/stationary care and nursing facilities	6
Out-patient nursing services	6
Medical technical service	2
Cost unit	3
Other practices	7
Hospital/clinic	4
Auxiliary materials	2
Other industry	3
Architect's/planning office	1
Organisation on disability	3
Welfare association	2
Other service enterprises, consultancies	6
Other association, organisation	2
Public authority	6
University/college/polytechnic	1
Media, press, publishing	1
Other sectors	10
Student	7
Other not gainfully employed	3
Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	8
10- 49	22
50- 199	18
200- 499	9
500- 999	6
1 000 and more	12
Student	7
Other not gainfully employed	3
N/A	5

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	29 234*
Proportion of trade visitors	94%
Germany (total)	92
of which	
Nielsen 1	14
Bremen	1
Hamburg	2
Lower Saxony	10
Schleswig-Holstein	1
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	11
Hesse	6
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	8
of which	
EU	82
Other countries	18
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	18
more than 100 km up to 300 km	24
over 300 km	35
Country with the highest visitor share	%
Netherlands	41
Frequency of visits to exhibition	%
Previous event	45
Earlier events	50
First visit	32
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	22
In an advisory capacity	27
No	26
Student	6
Other not gainfully employed	3

* Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL / TOP HAIR INTERNATIONAL. Multiple answers were permitted.

Area of responsibility	%
Management	38
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	30
Student	6
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	17
Other position	4
Student	6
Other not gainfully employed	3
Economic sector	%
Hairdressers' trade	84
Other skilled trade	1
Cosmetics/pharmaceuticals/chemical industry	1
Other industry	1
Trade	2
Other service	2
Other sectors	1
Student	6
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	41
5- 9	27
10- 49	14
50- 199	2
200- 499	1
500 - 999	1
1 000 and more	1
Student	6
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

TourNatur → Düsseldorf

Private visitors' profile

Visitors (number of entries)	30 648*)	Position in the company/organization	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	2 Nielsen 4	Department head, group head, team leader	11
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	45
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	2 Berlin	Trainee	-
Schleswig-Holstein	- Brandenburg	Other position	-
Nielsen 2	92 Mecklenburg-	Student	4
North Rhine-Westph.	92 West Pomerania	Housewife/man	2
Nielsen 3a	5 Saxony-Anhalt	Old-age pensioner	4
Hesse	3 Nielsen 7	Other not gainfully employed	13
Rhineland-Palatinate	3 Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	2	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	58
up to 50 km	68	yes	10
more than 50 km up to 100 km	16	no	32
more than 100 km up to 300 km	13	maybe	
over 300 km	3		
Frequency of visits to trade fair	%	Follow-up business	%
Previous event	37	Intend to buy at later date	36
Earlier events	46	yes	8
First visit	43	no	56
Sex	%	maybe	
Male	51		
Female	49		
Size of household	%	Conducted by: Wissler & Partner, Basel	
1 person	20		
2 persons	49		
3 persons	14		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	-		
over 20 up to 30 years	11		
over 30 up to 40 years	16		
over 40 up to 50 years	29		
over 50 up to 60 years	29		
over 60 up to 70 years	11		
over 70 years	5		

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

Tube (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	31 961
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	59
Total Germany	48
Baden-Württemberg	11
North Rhine-Westphalia	56
Bavaria	9
Rhineland-Palatinate	4
Berlin	1
Saarland	1
Saxony	2
Hamburg	1
Saxony-Anhalt	2
Hesse	5
Schleswig-Holstein	1
Mecklenburg-West Pomerania	2
Thuringia	2
Lower Saxony	6
Total Foreign	52
of which EU	57
Rest of Europe	9
Africa	5
North America	5
South and Central America	6
Middle East	6
South-, East-, Central Asia	10
Australia	2
The five countries with the highest visitor shares	%
Netherlands	9
Italy	9
France	6
India	5
Spain	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	11
Department head, group head	27
Other salaried staff/public service	16
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	4
Student	1
Other not gainfully employed	1
Frequency of visits to exhibition	%
2008	44
2006	32
Earlier events	23
First visit	43

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	2
Other industry, manufacturer	16
Technical retail trade	12
Other trade	10
Skilled trades	5
Service	6
Public authority	1
Other	3
Student	1
Other not gainfully employed	1
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	34
In an advisory capacity	18
No	11
Student	1
Other not gainfully employed	1
Area of responsibility	%
Management	25
Research/development/design	11
Planning/work preparation	5
Manufacture/production	13
Production, quality control	2
Buying/procurement	17
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	-
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	3
Student	1
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	8
5- 9	7
10- 49	22
50- 99	11
100- 199	11
200- 499	11
500 - 999	7
1 000 - 9 999	13
10 000 and more	7
Student	1
other not gainfully employed	1
Length of stay	%
1. Length of stay (days):	
one	52
two	26
three	13
four	5
five	5
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Valve World Expo

Trade visitors' profile

Visitors (number of entries)	10 578
Proportion of trade visitors	99%
Germany (total)	31
of which	
Nielsen 1	9
Nielsen 4	5
Bremen	1
Bavaria	5
Hamburg	3
Nielsen 5+6	1
Lower Saxony	4
Berlin	1
Schleswig-Holstein	2
Brandenburg	-
Nielsen 2	57
Mecklenburg-West Pomerania	-
North Rhine-Westph.	16
Saxony-Anhalt	-
Nielsen 3a	16
Saxony	9
Nielsen 7	4
Rhineland-Palatinate	6
Saxony	3
Saarland	1
Thuringia	1
Nielsen 3b	9
Baden-Württemberg	9
Foreign (total)	69
of which	
EU	62
Other european countries	8
Africa	3
North America	3
Middle East	6
South-, East-, Central Asia	13
Other countries	4
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	59
Countries with the highest visitor shares	%
Netherlands	12
Italy	10
United Kingdom	9
Belgium	6
India	6
Frequency of visits to trade fair	%
Previous event	29
Earlier events	23
First visit	61
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	29
In an advisory capacity	18
No	16
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	-
Sales	30
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	3
Student	2
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	3
Student	2
Other not gainfully employed	1

Economic sector	%
Fittings manufacturers	25
End users of fittings, other industries, manufacturers	19
Skilled trades	1
Fittings trade	19
Other trade	7
Service	9
Association	1
Other sectors	19
Student	2
Other not gainfully employed	1

Size of company/organization:	%
Number of employees	
1- 4	8
5- 9	10
10- 49	24
50- 199	20
200- 499	12
500 - 999	5
1 000 and more	18
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	37 144
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Proportion of trade visitors	98%
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Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	13
over 300 km	68

Total Germany	39
Baden-Württemberg	12
Bavaria	12
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	4
North Rhine-Westphalia	49
Rhineland-Palatinate	3
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	2

Total Foreign	61
of which EU	56
Rest of Europe	10
Africa	5
North America	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	7
India	7

Position in the company/organisation	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	13
Department head, group head	25
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	5
Student	1
Other not gainfully employed	1

Frequency of visits to exhibition	%
2008	50
2006	42
Earlier events	33
First visit	33

Additional data trade visitors

Economic sector	%
Wire production	26
Cable production	13
Iron, steel and non-ferrous metals industry	7
Production of connecting/fastening elements	7
Springs production	5
Manufacture of other wire products	5
Motor vehicle industry	3
Other industry, manufacturer	15
Technical retail trade	4
Other trade	4
Skilled trades	3
Service	4
University/college/polytechnic	1
Other	2
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	36
In an advisory capacity	21
No	9
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	27
Research/development/design	16
Planning/work preparation	3
Manufacture/production	21
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	-
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	2
Student	1
Other not gainfully employed	1

Size of company/organisation:	%
Number of employees:	
1- 4	7
5- 9	6
10- 49	20
50- 99	14
100- 199	14
200- 499	14
500 - 999	7
1 000 - 9 999	10
10 000 and more	4
Student	1
other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	43
two	29
three	14
four	7
five	7
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	23 908
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Proportion of private visitors	76%
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Germany (total)	99
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pomerania
Nielsen 3a	2 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-

Foreign (total)	1
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Distance to home	%
up to 50 km	48
more than 50 km up to 100 km	40
more than 100 km up to 300 km	11
over 300 km	2

Frequency of visits to trade fair	%
2010	47
2008	28
Earlier events	30
First visit	26

Sex	%
Male	43
Female	57

Size of household	%
1 person	8
2 persons	44
3 persons	21
4 persons	18
5 persons and more	9

Age	%
up to 20 years	3
over 20 up to 30 years	13
over 30 up to 40 years	15
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	14
over 70 years	7

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	3
Other position	10
Student	3
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	7

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	74
no	11
maybe	15

Follow-up business	%
Intend to buy at later date	
yes	30
no	28
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Haus.Bau.Energie (2011) → Erfurt

Private visitors' profile

Visitors (number of entries)	4 734	Age	%
Proportion of private visitors	90%	up to 20 years	-
Germany (total)	100	over 20 up to 30 years	10
of which		over 30 up to 40 years	18
Nielsen 1	-	over 40 up to 50 years	21
Bremen	-	over 50 up to 60 years	24
Hamburg	-	over 60 up to 70 years	23
Lower Saxony	-	over 70 years	4
Schleswig-Holstein	-	Position in the company/organisation	%
Nielsen 2	-	Entrepreneur, co-owner, freelancer	8
North Rhine-Westph.	-	Managing director, board member, head of an authority etc.	1
Nielsen 3a	1	Area manager, works manager, plant manager, branch manager, head of public office	1
Hesse	1	Department head, group head, team leader	3
Rhineland-Palatinate	1	Other salaried staff, civil servant, skilled worker	57
Saarland	1	Lecturer, teacher	-
Nielsen 3b	-	Trainee	-
Baden-Württemberg	-	Other position	2
Distance to home	%	Student	2
up to 50 km	72	Other not gainfully employed	27
more than 50 km up to 100 km	23	Buying and ordering capacity	%
more than 100 km up to 300 km	4	Purchase or order made or intended at the exhibition	
over 300 km	1	yes	14
Frequency of visits to exhibition	%	no	62
2010	36	maybe	24
Earlier events	31	Follow-up business	%
First visit	41	Intend to buy at later date	
Sex	%	yes	42
Male	57	no	13
Female	43	maybe	45
Size of household	%	Conducted by: Messe Erfurt GmbH, Erfurt	
1 person	8		
2 persons	51		
3 persons	22		
4 persons	12		
5 persons and more	7		

inoga with IKA → Erfurt

Trade visitors' profile

Visitors (number of entries)	16 527	Area of responsibility	%
Proportion of trade visitors	36%	Management	15
Germany (total)	85	Research/development/design	3
of which		Manufacturing, production, quality control	19
Nielsen 1	4	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	1
Lower Saxony	3	Organization, personnel, administration	2
Schleswig-Holstein	1	Sales	10
Nielsen 2	2	Marketing, advertising, PR	2
North Rhine-Westph.	2	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	2
Hesse	10	Other area	29
Rhineland-Palatinate	1	Student	4
Saarland	-	Other not gainfully employed	6
Nielsen 3b	2	Position in the company/organization	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	17
Foreign (total)	15	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	53	Department head, group head, team leader	11
Other european countries	19	Other salaried staff, civil servant, skilled worker	23
North America	16	Lecturer, teacher	8
Other countries	12	Trainee	19
Distance to home	%	Other position	3
up to 50 km	32	Student	4
more than 50 km up to 100 km	20	Other not gainfully employed	6
more than 100 km up to 300 km	21	Economic sector	%
over 300 km	27	Catering	46
Countries with the highest visitor shares	%	Hotel	13
USA	16	Catering	7
Sweden	9	Wholesale trade	1
Frequency of visits to trade fair	%	Retail trade/specialist trade	3
Previous event	14	Industry	3
Earlier events	20	Skilled trades	3
First visit	74	Manufacturing sector	1
Average length of stay	1,4 days	Authority/public services	6
Influence on purchasing/procurement decisions	%	Association/society	3
Decisively	25	Educational institutions, vocational and advanced training	1
Collectively	25	Other sectors	7
In an advisory capacity	18	Student	4
No	24	Other not gainfully employed	6
Student	4	Size of company/organization:	
Other not gainfully employed	6	Number of employees	%
		1- 4	18
		5- 9	16
		10- 49	26
		50- 199	15
		200- 499	5
		500 - 999	4
		1 000 and more	7
		Student	4
		Other not gainfully employed	6

Private visitors' profile

Visitors (number of entries)	16 527	Proportion of private visitors	64%
Germany (total)	94	Germany (total)	94
of which		of which	
Nielsen 1	1	Nielsen 4	5
Bremen	-	- Bavaria	5
Hamburg	-	- Nielsen 5+6	6
Lower Saxony	1	1 Berlin	2
Schleswig-Holstein	-	1 Brandenburg	2
Nielsen 2	1	1 Mecklenburg-	
North Rhine-Westph.	1	1 West Pomerania	-
Nielsen 3a	3	3 Saxony-Anhalt	3
Hesse	2	2 Nielsen 7	83
Rhineland-Palatinate	1	1 Saxony	2
Saarland	-	- Thuringia	80
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	6	Distance to home	%
Distance to home	%	up to 50 km	58
up to 50 km		more than 50 km up to 100 km	17
more than 50 km up to 100 km		more than 100 km up to 300 km	13
more than 100 km up to 300 km		over 300 km	12
over 300 km		Frequency of visits to trade fair	%
Frequency of visits to trade fair	%	Previous event	16
Previous event		Earlier events	35
Earlier events		First visit	57
First visit		Sex	%
Sex	%	Male	39
Male		Female	61
Female		Size of household	%
Size of household	%	Age	%
up to 20 years		up to 20 years	18
over 20 up to 30 years		over 20 up to 30 years	14
over 30 up to 40 years		over 30 up to 40 years	6
over 40 up to 50 years		over 40 up to 50 years	16
over 50 up to 60 years		over 50 up to 60 years	21
over 60 up to 70 years		over 60 up to 70 years	17
over 70 years		over 70 years	8

Rapid. Tech → Erfurt

Trade visitors' profile

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	4
Trainee	3
Other position	6
Student	8
Housewife/man	5
Old-age pensioner	3
Other not gainfully employed	16

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	
no	
maybe	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	1 282
Proportion of trade visitors	100%
Germany (total)	88
of which	
Nielsen 1	11
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	8
Hesse	7
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	8
Baden-Württemberg	8

Foreign (total)	12
of which	
EU	61
Other european countries	39

Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 100 km up to 300 km	30
over 300 km	43

Country with the highest visitor share	%
Switzerland	28

Frequency of visits to trade fair	%
Previous event	13
Earlier events	19
First visit	76

Average length of stay	1,3 days
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Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	24
In an advisory capacity	31
No	11
Student	14

Area of responsibility	%
Management	14
Research/development/design	49
Manufacturing, production, quality control	9
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
Student	14

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	7
Trainee	-
Other position	3
Student	19
Other not gainfully employed	2

Economic sector	%
Industry	41
Skilled trades	13
Wholesale/foreign trade	5
Retail trade	1
Service	11
Authority/public services	2
Teaching (polytechnic/university/college)	20
Research	13
Other	4

Size of company/organization:	
Number of employees	%
1 - 4	8
5 - 9	9
10 - 49	14
50 - 199	17
200 - 499	12
500 - 999	7
1 000 and more	20
Student	14

Conducted by: Messe Erfurt GmbH, Erfurt

Reiten-Jagen-Fischen → Erfurt

Private visitors' profile

Visitors (number of entries)	20 898
Proportion of private visitors	95%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-

Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	38
more than 100 km up to 300 km	10
over 300 km	1

Frequency of visits to trade fair	%
Previous event	65
Earlier events	77
First visit	18

Sex	%
Male	60
Female	40

Size of household	%
1 person	11
2 persons	43
3 persons	23
4 persons	18
5 persons and more	6

Age	%
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	12
over 40 up to 50 years	26
over 50 up to 60 years	20
over 60 up to 70 years	18
over 70 years	9

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant, skilled worker	52
Lecturer, teacher	1
Trainee	1
Other position	1
Student	5
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	24

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	11
maybe	13

Follow-up business	%
Intend to buy at later date	
yes	16
no	60
maybe	24

Conducted by: Messe Erfurt GmbH, Erfurt

Thüringen Ausstellung → Erfurt

Private visitors' profile

Visitors (number of entries)	71 928	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	34
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	8
Nielsen 2	- Mecklenburg-	Student	5
North Rhine-Westph.	- West Pomerania	Housewife/man	2
Nielsen 3a	1 Saxony-Anhalt	Old-age pensioner	26
Hesse	1 Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	- Thuringia		
Saarland	- Saxony		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	61	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	32	yes	76
more than 100 km up to 300 km	6	no	9
over 300 km	1	maybe	16
Frequency of visits to trade fair	%	Follow-up business	%
2011	42	Intend to buy at later date	
2010	39	yes	34
2009	32	no	21
2008	23	maybe	46
Earlier events	25		
First visit	25		
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	42		
Female	58		
Size of household	%		
1 person	8		
2 persons	56		
3 persons	19		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	12		
over 30 up to 40 years	11		
over 40 up to 50 years	21		
over 50 up to 60 years	25		
over 60 up to 70 years	20		
over 70 years	6		

DEUBAU → Essen

Trade visitors' profile

Visitors (number of entries)	55 313	Area of responsibility	%
Proportion of trade visitors	91%	Management	22
Germany (total)	96	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	8 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	8 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	- Brandenburg	Sales	8
Nielsen 2	80 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	80 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	9
Hesse	4 Nielsen 7	Other area	22
Rhineland-Palatinate	5 Saxony	Student	14
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	4	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	27
EU	75	Managing director, board member, head of an authority etc.	3
Other countries	25	Area manager, works manager, plant manager, branch manager, head of public office	4
Distance to home	%	Department head, group head, team leader	9
up to 50 km	37	Foreman, master craftsman	3
more than 50 km up to 100 km	23	Other salaried staff, civil servant, skilled worker	19
more than 100 km up to 300 km	34	Lecturer, teacher	3
over 300 km	7	Trainee	14
Country with the highest visitor share	%	Other position	1
Netherlands	42	Student	14
Frequency of visits to trade fair	%	Other not gainfully employed	2
2010	25		
2008	23		
2006	15		
2004	12		
2002	9		
Earlier events	13		
First visit	39		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Construction industry	12
Decisively	26	Main construction trade	12
Collectively	22	Secondary construction trade	4
In an advisory capacity	18	Skilled trades	15
No	17	Building materials industry	2
Student	14	Architect's, planners, engineers	20
Other not gainfully employed	2	Building materials trade	3
		Housing industry	4
		Ministry/public authority/municipal administration	5
		University/polytechnic, research	2
		Private property owner	1
		Other sectors	5
		Student	14
		Other not gainfully employed	2
		Size of company/organization:	%
		Number of employees	%
		1- 4	28
		5- 9	11
		10- 49	19
		50- 199	10
		200- 499	6
		500 - 999	3
		1 000 and more	8
		Student	14
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

The NRW holiday fair

Private visitors' profile

Visitors (number of entries)	92 603	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	9
Bremen	- Bavaria	Foreman, master craftsman	3
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	19
Lower Saxony	1 Berlin	Lecturer, teacher	3
Schleswig-Holstein	- Brandenburg	Trainee	14
Nielsen 2	95 Mecklenburg-	Other position	1
North Rhine-Westph.	95 West Pomerania	Student	14
Nielsen 3a	2 Saxony-Anhalt	Other not gainfully employed	2
Hesse	1 Nielsen 7		
Rhineland-Palatinate	1 Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	60	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	24	yes	76
more than 100 km up to 300 km	15	no	9
over 300 km	2	maybe	16
Frequency of visits to trade fair	%	Follow-up business	%
2011	26	Intend to buy at later date	
2010	20	yes	34
2009	15	no	21
2008	9	maybe	46
Earlier events	34		
First visit	30		
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	60		
Female	40		
Size of household	%		
1 person	11		
2 persons	55		
3 persons	12		
4 persons	15		
5 persons and more	7		
Age	%		
up to 20 years	2		
over 20 up to 30 years	6		
over 30 up to 40 years	8		
over 40 up to 50 years	25		
over 50 up to 60 years	27		
over 60 up to 70 years	24		
over 70 years	7		

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	4
Trainee	1
Other position	6
Student	4
Housewife/man	6
Old-age pensioner	28
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	43
no	25
maybe	31
Follow-up business	%
Intend to buy at later date	
yes	29
no	21
maybe	50
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	19 786	Area of responsibility	%
Proportion of trade visitors	98%	Management	18
Germany (total)	85	Research/development/design	5
of which		Manufacturing, production, quality control	2
Nielsen 1	12	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	5
Hamburg	3	Information and communication technology	9
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	16
Nielsen 2	56	Marketing, advertising, PR	6
North Rhine-Westph.	56	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	3
Hesse	7	Other area	13
Rhineland-Palatinate	3	Student	10
Saarland	1	Position in the company/organisation	%
Nielsen 3b	7	Entrepreneur, co-owner, freelancer	10
Baden-Württemberg	7	Managing director, board member, head of an authority etc.	9
Foreign (total)	15	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	24
EU	70	Other salaried staff, civil servant, skilled worker	33
Other European countries	22	Lecturer, teacher	1
Other countries	8	Trainee	1
Distance to home	%	Other position	2
up to 50 km	28	Student	10
more than 50 km up to 100 km	13	Economic sector	%
more than 100 km up to 300 km	22	Power supply company	29
over 300 km	37	Consultants, service providers	28
Countries with the highest visitor shares	%	Public utilities, council representatives	7
Great Britain	16	Research, press, associations	2
Switzerland	13	Business customers, industrial enterprises	12
Netherlands	12	Other sectors	10
Belgium	9	Student	10
Frequency of visits to exhibition	%	Size of company/organisation:	
2010	29	Number of employees	%
2009	21	1- 4	8
2008	17	5- 9	5
2007	10	10- 49	14
2006	9	50- 199	15
Earlier events	8	200 – 499	9
First visit	53	500 – 999	7
Average length of stay	1,3 days	1 000 and more	33
Influence on purchasing/procurement decisions	%	Student	10
Decisively	12	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Collectively	25		
In an advisory capacity	33		
No	19		
Student	10		

Private visitors' profile

Visitors (number of entries)	44 763	Position in the company/organization	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	8
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	28
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	5
Nielsen 2	99	Student	3
North Rhine-Westph.	99	Housewife/man	10
Nielsen 3a	-	Old-age pensioner	30
Hesse	-	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	64
Baden-Württemberg	-	no	11
Foreign (total)	1	maybe	25
of which		Follow-up business	%
EU	87	Intend to buy at later date	
Other countries	13	yes	26
Distance to home	%	no	20
up to 50 km	86	maybe	55
more than 50 km up to 100 km	9	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
more than 100 km up to 300 km	4		
over 300 km	2		
Frequency of visits to trade fair	%		
2011	26		
2010	26		
2009	18		
2008	13		
Earlier events	11		
First visit	48		
Sex	%		
Male	39		
Female	61		
Size of household	%		
1 person	11		
2 persons	60		
3 persons	14		
4 persons	12		
5 persons and more	3		
Age	%		
up to 20 years	3		
over 20 up to 30 years	5		
over 30 up to 40 years	8		
over 40 up to 50 years	21		
over 50 up to 60 years	29		
over 60 up to 70 years	25		
over 70 years	10		

FIBO → Essen

IPM (2011)

Trade visitors' profile

Visitors (number of entries)	76 213	Area of responsibility	%
Proportion of trade visitors	56%	Management	27
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	11	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Organization, personnel, administration	6
Schleswig-Holstein	3	Sales	8
Nielsen 2	45	Marketing, advertising, PR	3
North Rhine-Westph.	45	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	1
Hesse	8	Other area	28
Rhineland-Palatinate	7	Student	14
Saarland	2	Other not gainfully employed	3
Nielsen 3b	7	Position in the company/organization	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	31
Foreign (total)	20	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	73	Department head, group head, team leader	10
Other european countries	17	Other salaried staff, civil servant, skilled worker	11
Other countries	10	Lecturer, teacher	5
Distance to home	%	Trainee	9
up to 50 km	16	Other position	5
more than 50 km up to 100 km	15	Student	14
more than 100 km up to 300 km	28	Other not gainfully employed	3
over 300 km	41	Economic sector	%
Countries with the highest visitor shares	%	Fitness studio	37
Netherlands	22	Physiotherapy	6
Belgium	14	Sport club	4
Austria	8	Health care center	3
Switzerland	8	Multifunctional system	3
Frequency of visits to trade fair	%	Sporting goods industry	2
Previous event	29	Sports association	2
Earlier events	33	Sport retail trade	2
First visit	45	Other trade	1
Average length of stay	1,4 days	Management consultancy	2
Influence on purchasing/procurement decisions	%	Rehabilitation centre	1
Decisively	23	Hospitals, rehabilitation	1
Collectively	20	Other service	8
In an advisory capacity	23	Public administration	2
No	17	Other sectors	9
Student	14	Student	14
Other not gainfully employed	3	Other not gainfully employed	3
		Size of company/organization: Number of employees	%
		1- 4	20
		5- 9	13
		10- 49	28
		50- 199	11
		200- 499	4
		500 - 999	2
		1 000 and more	6
		Student	14
		Other not gainfully employed	3

Private visitors' profile

Visitors (number of entries)	76 213	Position in the company/organization	%
Proportion of private visitors	44%	Entrepreneur, co-owner, freelancer	5
Germany (total)	95	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	8	Department head, group head, team leader	8
Bremen	-	Other salaried staff, civil servant, skilled worker	30
Hamburg	1	Lecturer, teacher	3
Lower Saxony	7	Trainee	1
Schleswig-Holstein	-	Other position	7
Nielsen 2	69	Student	28
North Rhine-Westph.	69	Other not gainfully employed	4
Nielsen 3a	10	Buying and ordering capacity	%
Hesse	6	Purchase or order made or intended at the exhibition	%
Rhineland-Palatinate	4	yes	67
Saarland	1	no	10
Nielsen 3b	5	maybe	24
Baden-Württemberg	5	Follow-up business	%
Foreign (total)	5	Intend to buy at later date	%
of which		yes	31
EU	97	no	20
Other countries	3	maybe	49
Country with the highest visitor share	%	Conducted by: Wissler & Partner, Basel	
Belgium	36		
Distance to home	%		
up to 50 km	37		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	30		
over 300 km	16		
Frequency of visits to trade fair	%		
Previous event	25		
Earlier events	21		
First visit	57		
Sex	%		
Male	69		
Female	31		
Age	%		
up to 20 years	28		
over 20 up to 30 years	40		
over 30 up to 40 years	16		
over 40 up to 50 years	11		
over 50 up to 60 years	4		
over 60 up to 70 years	1		
over 70 years	1		

Trade visitors' profile

Visitors (number of entries)	47 729	Proportion of trade visitors	96%
Germany (total)	67	Germany (total)	67
of which		of which	
Nielsen 1	17	Nielsen 4	9
Bremen	1	Bavaria	9
Hamburg	1	Nielsen 5+6	3
Lower Saxony	12	Berlin	1
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	48	Mecklenburg-	
North Rhine-Westph.	48	West Pomerania	1
Nielsen 3a	11	Saxony-Anhalt	-
Hesse	5	Nielsen 7	5
Rhineland-Palatinate	5	Saxony	3
Saarland	-	Thuringia	2
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	33	Foreign (total)	33
of which		of which	
EU	78	EU	78
Other european countries	9	Other european countries	9
North America	4	North America	4
Other countries	9	Other countries	9
Distance to home	%	Distance to home	%
up to 50 km	13	up to 50 km	13
more than 50 km up to 100 km	13	more than 50 km up to 100 km	13
more than 100 km up to 300 km	29	more than 100 km up to 300 km	29
over 300 km	44	over 300 km	44
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	27	Netherlands	27
France	7	France	7
Italy	6	Italy	6
Poland	5	Poland	5
Belgium	5	Belgium	5
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
2010	33	2010	33
2009	33	2009	33
2008	28	2008	28
2007	24	2007	24
2006	22	2006	22
Earlier events	22	Earlier events	22
First visit	36	First visit	36
Average length of stay	1,3 days	Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	19	Decisively	19
Collectively	26	Collectively	26
In an advisory capacity	29	In an advisory capacity	29
No	19	No	19
Student	6	Student	6
Other not gainfully employed	1	Other not gainfully employed	1
Area of responsibility	%	Area of responsibility	%
Management	26	Management	26
Research/development/design	4	Research/development/design	4
Manufacturing, production, quality control	14	Manufacturing, production, quality control	14

Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	21
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Other area	13
Student	6
Other not gainfully employed	1
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	9
Foreman, master craftsman	4
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	3
Trainee	18
Farmer, horticulturist	9
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	
Plant producer	21
Florist wholesale trade	4
Seed trade	2
End-sales outlet	7
Public authority, municipal garden department	3
Horticulture and landscape gardening	11
Landscape designer	1
Garden centre	4
Gardening company	7
Florist, specialist retailer	11
Fruit and vegetable growing	1
Cemetery gardeners	3
Substrate manufacturers	1
Nursery	5
Wholesale trade	3
Home improvement centre	1
Mail order	1
Other sectors	9
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	
1- 4	26
5- 9	22
10- 49	24
50- 199	13
200- 499	4
500 - 999	2
1 000 and more	4
Student	1
Other not gainfully employed	6

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	139 578	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	5
Germany (total)		Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	37
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	99 Mecklenburg-	Student	5
North Rhine-Westph.	99 West Pommernania	Housewife/man	11
Nielsen 3a	- Saxony-Anhalt	Old-age pensioner	21
Hesse	- Nielsen 7	Other not gainfully employed	5
Rhineland-Palatinate	- Saxony	Buying and ordering capacity	
Saarland	- Thuringia	Purchase or order made or intended at the exhibition	%
Nielsen 3b	-	yes	84
Baden-Württemberg	-	no	5
Distance to home		maybe	11
%		Follow-up business	
up to 50 km	92	Intend to buy at later date	%
more than 50 km up to 100 km	6	yes	26
more than 100 km up to 300 km	2	no	24
over 300 km	1	maybe	50
Frequency of visits to trade fair		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
%			
Previous event	52		
Earlier events	74		
First visit	16		
Sex			
%			
Male	25		
Female	75		
Size of household			
%			
1 person	16		
2 persons	45		
3 persons	17		
4 persons	16		
5 persons and more	5		
Age			
%			
up to 20 years	4		
over 20 up to 30 years	10		
over 30 up to 40 years	11		
over 40 up to 50 years	25		
over 50 up to 60 years	24		
over 60 up to 70 years	17		
over 70 years	8		

Trade visitors' profile

Visitors (number of entries)	18 349	Area of responsibility	%
Proportion of trade visitors	97%	Management	38
Germany (total)		Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	12 Nielsen 4	Buying/procurement	11
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	2
Lower Saxony	8 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	20
Nielsen 2	45 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	45 West Pommernania	Logistics: storage, material management, transport	2
Nielsen 3a	16 Saxony-Anhalt	Maintenance/repairs	6
Hesse	5 Nielsen 7	Other area	3
Rhineland-Palatinate	9 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	2
Nielsen 3b	13	Position in the company/organization	
Baden-Württemberg	13	Entrepreneur, co-owner, freelancer	40
Foreign (total)		Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	66	Department head, group head, team leader	11
Other european countries	16	Other salaried staff, civil servant, skilled worker	12
Africa	3	Lecturer, teacher	-
Middle East	5	Trainee	2
South-, East-, Central Asia	5	Other position	2
Other countries	5	Student	2
Distance to home		Other not gainfully employed	2
%		Economic sector	
up to 50 km	9	%	
more than 50 km up to 100 km	7	Tyre service	27
more than 100 km up to 300 km	25	Tyre trade	34
over 300 km	59	Vulcanizing company	3
Countries with the highest visitor shares		Motor vehicle workshop	6
%		Filling station	1
Netherlands	12	Transport company	1
Belgium	6	Tire trade, craftsman's company	5
Poland	6	Independent car dealer's	1
France	5	Contractually-bound car dealer's	1
Italy	5	Tire manufacturing technology	1
Frequency of visits to trade fair		Tire manufacturing and design	2
%		Industry	6
Previous event	34	Public authority	1
Earlier events	37	Other sectors	8
First visit	45	Student	2
Average length of stay		Other not gainfully employed	2
1,5 days		Size of company/organization:	
Influence on purchasing/procurement decisions		%	
%		Number of employees	
Decisively	44	1- 4	24
Collectively	31	5- 9	22
In an advisory capacity	13	10- 49	21
No	8	50- 199	14
Student	2	200- 499	4
Other not gainfully employed	2	500 - 999	3
		1 000 and more	8
		Student	2
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SECURITY → Essen

Trade visitors' profile

Visitors (number of entries)	36 730	Area of responsibility	%
Proportion of trade visitors	98%	Management	19
Germany (total)	71	Research/development/design	8
of which		Manufacturing, production, quality control	3
Nielsen 1	14	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	9
Lower Saxony	8	Organization, personnel, administration	3
Schleswig-Holstein	4	Sales	16
Nielsen 2	44	Marketing, advertising, PR	3
North Rhine-Westph.	44	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	13
Hesse	9	Other area	16
Rhineland-Palatinate	6	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	29	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	20
EU	76	Managing director, board member, head of an authority etc.	9
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	11
Other countries	10	Department head, group head, team leader	19
Distance to home	%	Other salaried staff, civil servant, skilled worker	25
up to 50 km	14	Lecturer, teacher	1
more than 50 km up to 100 km	10	Trainee	7
more than 100 km up to 300 km	29	Other position	4
over 300 km	47	Student	3
		Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	22	Industry	22
United Kingdom	8	Plant security	7
Austria	6	Skilled trades	14
Belgium	5	Wholesale trade	7
Denmark	5	Retail trade	5
Frequency of visits to trade fair	%	Police	1
Previous event	30	Fire brigade	2
Earlier events	29	Other local government authorities	5
First visit	50	Banks, saving banks	1
Average length of stay	1,4 days	Guards/surveillance sector	10
Influence on purchasing/procurement decisions	%	Insurance	2
Decisively	25	Engineer's consultant's office	6
Collectively	33	Architect, architect's office	1
In an advisory capacity	24	Public institutions	1
No	14	Other sectors	13
Student	3	Student	3
Other not gainfully employed	1	Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	12
		5- 9	10
		10- 49	17
		50- 199	14
		200- 499	8
		1 000 and more	29
		500 - 999	6
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK → Essen

Trade visitors' profile

Visitors (number of entries)	51 567	Area of responsibility	%
Proportion of trade visitors	89%	Management	18
Germany (total)	96	Research/development/design	8
of which		Manufacturing, production, quality control	6
Nielsen 1	8	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	2
Hamburg	-	Information and communication technology	1
Lower Saxony	8	Organization, personnel, administration	2
Schleswig-Holstein	8	Sales	12
Nielsen 2	81	Marketing, advertising, PR	1
North Rhine-Westph.	81	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	28
Hesse	2	Other area	12
Rhineland-Palatinate	6	Student	5
Saarland	-	Other not gainfully employed	2
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	4	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	24
EU	75	Managing director, board member, head of an authority etc.	2
Other countries	25	Area manager, works manager, plant manager, branch manager, head of public office	5
Distance to home	%	Department head, group head, team leader	11
up to 50 km	35	Other salaried staff, civil servant, skilled worker	29
more than 50 km up to 100 km	25	Lecturer, teacher	2
more than 100 km up to 300 km	35	Trainee	19
over 300 km	6	Other position	2
		Student	5
		Other not gainfully employed	2
Country with the highest visitor share	%	Economic sector	%
Belgium	25	Sanitary systems	47
Frequency of visits to trade fair	%	Heating systems	20
2010	39	Air conditioning and ventilation system construction	3
2008	29	Architect's, planners, engineers	5
2006	22	Wholesale, retail	5
2004	15	Industrial producer	3
2002	13	Institutions (hospitals etc.)	1
Earlier events	12	Building owner	1
First visit	34	Housing industry	2
Average length of stay	1,1 days	Energy consulting	2
Influence on purchasing/procurement decisions	%	Other sectors	5
Decisively	21	Student	5
Collectively	28	Other not gainfully employed	2
In an advisory capacity	21	Size of company/organization:	
No	23	Number of employees	%
Student	5	1- 4	26
Other not gainfully employed	2	5- 9	18
		10- 49	23
		50- 199	10
		200- 499	6
		500 - 999	4
		1 000 and more	7
		Student	5
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente

Trade visitors' profile

Visitors (number of entries)	138 058	Area of responsibility	%
Proportion of trade visitors	90%	Management	18
Germany (total)	48	Research/development/design	8
of which		Manufacturing, production, quality control	6
Nielsen 1	7	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organization, personnel, administration	2
Schleswig-Holstein	1	Sales	12
Nielsen 2	15	Marketing, advertising, PR	1
North Rhine-Westph.	15	Logistics: storage, material management, transport	1
Nielsen 3a	44	Maintenance/repairs	28
Hesse	31	Other area	12
Rhineland-Palatinate	12	Student	5
Saarland	2	Other not gainfully employed	2
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)	52	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	24
EU	47	Managing director, board member, head of an authority etc.	2
Other european countries	16	Area manager, works manager, plant manager, branch manager, head of public office	5
Africa	3	Department head, group head, team leader	11
North America	6	Other salaried staff, civil servant, skilled worker	29
South and Central America	3	Lecturer, teacher	2
Middle East	7	Trainee	19
South-, East-, Central Asia	16	Other position	2
Australia	2	Student	5
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	13	Sanitary systems	47
more than 50 km up to 100 km	8	Heating systems	20
more than 100 km up to 300 km	19	Air conditioning and ventilation system construction	3
over 300 km	60	Architect's, planners, engineers	5
		Wholesale, retail	5
Countries with the highest visitor shares	%	Industrial producer	3
France	6	Institutions (hospitals etc.)	1
Italy	6	Building owner	1
Switzerland	6	Housing industry	2
Netherlands	5	Energy consulting	2
USA	4	Other sectors	5
Frequency of visits to trade fair	%	Student	5
Previous event	45	Other not gainfully employed	2
Earlier events	54	Size of company/organization:	
First visit	32	Number of employees	%
Average length of stay	2,2 days	1- 4	26
Influence on purchasing/procurement decisions	%	5- 9	18
Decisively	43	10- 49	23
Collectively	24	50- 199	10
In an advisory capacity	16	200- 499	6
No	10	500 - 999	4
Student	5	1 000 and more	7
Other not gainfully employed	2	Student	5
		Other not gainfully employed	2

→ Frankfurt/Main

Area of responsibility	%
Management	37
Research/development/design	5
Manufacturing, production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	17
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, etc.	14
Area manager, works manager, plant manager, branch manager	9
Department head, group head	10
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	2
Other position	2
Student	5
Other not gainfully employed	2
Economic sector	%
Retail trade	45
Wholesale/foreign trade	19
Service	13
Industry	5
Skilled trades	4
Other sectors	7
Student	5
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	34
5- 9	13
10- 49	15
50- 199	12
200- 499	7
500 - 999	4
1 000 and more	9
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Automechanika → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	147 715
Proportion of trade visitors	95%
Germany (total)	44
of which	
Nielsen 1	8
Bremen	1
Hamburg	1
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	15
North Rhine-Westph.	15
Nielsen 3a	42
Hesse	29
Rhineland-Palatinate	11
Saarland	2
Nielsen 3b	18
Baden-Württemberg	18
Foreign (total)	56
of which	
EU	50
Other european countries	13
Africa	11
North America	3
South and Central America	5
Middle East	6
South-, East-, Central Asia	10
Australia	3
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	64
Countries with the highest visitor shares	%
Italy	5
United Kingdom	5
Belgium	4
India	4
Netherlands	4
Frequency of visits to trade fair	%
Previous event	49
Earlier events	46
First visit	38

Average length of stay	days
Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	26
In an advisory capacity	18
No	15
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	35
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	14
Other area	5
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	10
Department head, group head	14
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	6
Other position	2
Student	5
Other not gainfully employed	2
Economic sector	%
Workshop, filling station	38
Trade	33
Industry	11
Service	5
Other sectors	6
Student	5
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	17
5- 9	14
10- 49	26
50- 199	15
200- 499	6
500 - 999	5
1 000 and more	10
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Christmasworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	31 474*
Proportion of trade visitors	94%
Germany (total)	44
of which	
Nielsen 1	6
Bremen	2
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	36
Hesse	25
Rhineland-Palatinate	9
Saarland	2
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)	56
of which	
EU	72
Other european countries	11
North America	4
South and Central America	3
South-, East-, Central Asia	6
Other countries	4
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	5
more than 100 km up to 300 km	22
over 300 km	64
Countries with the highest visitor shares	%
Italy	15
France	13
Austria	6
Netherlands	5
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	42
Earlier events	45
First visit	35

Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	42
Collectively	28
In an advisory capacity	13
No	7
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	33
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	18
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	8
Student	8
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	7
Department head, group head	13
Other salaried staff, skilled workers	10
Lecturer, teacher	-
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1
Economic sector	%
Retail trade	45
Wholesale/foreign trade	17
Service	16
Industry	4
Skilled trades	4
Other sectors	5
Student	1
Other not gainfully employed	8
Size of company/organization:	
Number of employees	%
1- 4	35
5- 9	11
10- 49	20
50- 199	12
200- 499	4
500 - 999	3
1 000 and more	7
Student	8
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Creativeworld (2011) → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	5 372*)	Area of responsibility	%
Proportion of trade visitors	90%	Management	40
Germany (total)	46	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	6 Nielsen 4	Buying/procurement	11
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	23
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	43 Saxony-Anhalt	Maintenance/repairs	-
Hesse	39 Nielsen 7	Other area	6
Rhineland-Palatinate	3 Saxony	Student	7
Saarland	2 Thuringia	Other not gainfully employed	4
Nielsen 3b	19		
Baden-Württemberg	19		
Foreign (total)	54	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	52
EU	80	Managing director, board member, etc.	11
Other countries	20	Area manager, works manager, plant manager, branch manager	4
Distance to home	%	Department head, group head	11
up to 50 km	13	Other salaried staff, skilled workers	7
more than 50 km up to 100 km	6	Lecturer, teacher	1
more than 100 km up to 300 km	18	Trainee	1
over 300 km	63	Other position	2
Frequency of visits to exhibition	%	Student	7
Previous event	34	Other not gainfully employed	4
Earlier events	38		
First visit	51		
Average length of stay	1,7 days	Economic sector	%
Influence on purchasing/procurement decisions	N/A	Retail trade	40
		Wholesale/foreign trade	15
		Service	11
		Industry	7
		Skilled trades	3
		Other sectors	13
		Student	7
		Other not gainfully employed	4
		Size of company/organisation:	%
		Number of employees	
		1- 4	47
		5- 9	16
		10- 49	13
		50- 199	8
		200- 499	4
		500 - 999	-
		1 000 and more	1
		Student	7
		Other not gainfully employed	4

*) ascertained by a representative poll

Conducted by: Wissler & Partner, Basel

Hair & Beauty (2011) → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	19 102*)	Position in the company/organisation	%
Proportion of trade visitors	89%	Entrepreneur, co-owner, freelancer	42
Germany (total)	93	Managing director, board member, etc.	4
of which		Area manager, works manager, plant manager, branch manager	3
Nielsen 1	5 Nielsen 4	Department head, group head	3
Bremen	- Bavaria	Other salaried staff, skilled workers	16
Hamburg	1 Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	3 Berlin	Trainee	18
Schleswig-Holstein	1 Brandenburg	Other position	2
Nielsen 2	9 Mecklenburg-	Student	6
North Rhine-Westph.	9 West Pomerania	Other not gainfully employed	5
Nielsen 3a	64 Saxony-Anhalt		
Hesse	43 Nielsen 7	Economic sector	%
Rhineland-Palatinate	16 Saxony	Skilled trades	59
Saarland	4 Thuringia	Trade	6
Nielsen 3b	8	Service provider	15
Baden-Württemberg	8	Industry	2
		Other sectors	7
		Student	6
		Other not gainfully employed	5
Foreign (total)	7	Size of company/organisation:	%
Distance to home	%	Number of employees	
up to 50 km	35	1- 4	54
more than 50 km up to 100 km	16	5- 9	16
more than 100 km up to 300 km	28	10- 49	11
over 300 km	21	50- 199	5
Frequency of visits to exhibition	%	200- 499	-
Previous event	38	Other not gainfully employed	5
Earlier events	50		
First visit	35		
Average length of stay	1,2 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	N/A		
Area of responsibility	N/A		

*) ascertained by a representative poll

Heimtextil

Trade visitors' profile

Visitors (number of entries)	67 451
Proportion of trade visitors	96%
Germany (total)	33
of which	
Nielsen 1	10 Nielsen 4
Bremen	1 Bavaria
Hamburg	2 Nielsen 5+6
Lower Saxony	7 Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	16 Mecklenburg-
North Rhine-Westph.	16 West Pomerania
Nielsen 3a	34 Saxony-Anhalt
Hesse	23 Nielsen 7
Rhineland-Palatinate	9 Saxony
Saarland	2 Thuringia
Nielsen 3b	15
Baden-Württemberg	15
Foreign (total)	67
of which	
EU	45
Other european countries	13
Africa	6
North America	6
South and Central America	5
Middle East	7
South-, East-, Central Asia	16
Australia	2
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	15
over 300 km	73
Countries with the highest visitor shares	%
India	8
Italy	6
France	5
Turkey	5
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	60
First visit	30
Average length of stay	2,3 days
Influence on purchasing/procurement decisions	%
Decisively	37
Collectively	28
In an advisory capacity	17
No	12
Student	4
Other not gainfully employed	2

Frankfurt/Main

Area of responsibility	%
Management	38
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	15
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	6
Other area	4
Student	2
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	9
Department head, group head	13
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	3
Other position	2
Student	4
Other not gainfully employed	2
Economic sector	%
Retail trade	30
Wholesale/foreign trade	26
Industry	12
Skilled trades	4
Service	17
Other sectors	5
Student	4
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	27
5- 9	11
10- 49	22
50- 199	16
200- 499	7
500 - 999	4
1 000 and more	9
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Light + Building Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	195 582
Proportion of trade visitors	96%
Germany (total)	54
of which	
Nielsen 1	7
Nielsen 4	14
Bremen	-
Bavaria	14
Hamburg	1
Nielsen 5+6	3
Lower Saxony	5
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	16
Mecklenburg-	
North Rhine-Westph.	16
West Pomerania	-
Nielsen 3a	41
Saxony-Anhalt	1
Hesse	24
Nielsen 7	3
Rhineland-Palatinate	14
Saxony	2
Saarland	3
Thuringia	2
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)	46
of which	
EU	56
Other european countries	12
Africa	4
North America	3
South and Central America	5
Middle East	8
South-, East-, Central Asia	11
Australia	2
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	56
Countries with the highest visitor shares	%
Austria	8
France	7
Italy	7
Switzerland	6
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	41
First visit	43
Average length of stay	2,1 days
Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	26
In an advisory capacity	22
No	15
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	12
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	10
Other area	12
Student	6
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	11
Area manager, works manager, plant manager, branch manager	11
Department head, group head	14
Other salaried staff, skilled workers	22
Lecturer, teacher	1
Trainee	4
Other position	2
Student	6
Other not gainfully employed	2
Economic sector	%
Skilled trades	23
Industry	22
Retail trade	5
Wholesale/foreign trade	10
Service	23
Other sectors	9
Student	6
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	10
10- 49	22
50- 199	14
200- 499	6
500 - 999	7
1 000 and more	15
Student	6
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Musikmesse Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	68 587*
Proportion of trade visitors	71%
Germany (total)	56
of which	
Nielsen 1	6
Nielsen 4	16
Bremen	-
Bavaria	16
Hamburg	1
Nielsen 5+6	4
Lower Saxony	4
Berlin	3
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	12
Mecklenburg-	
North Rhine-Westph.	12
West Pomerania	-
Nielsen 3a	41
Saxony-Anhalt	1
Hesse	31
Nielsen 7	6
Rhineland-Palatinate	9
Saxony	4
Saarland	1
Thuringia	2
Nielsen 3b	15
Baden-Württemberg	15
Foreign (total)	44
of which	
EU	72
Other european countries	14
North America	4
South-, East-, Central Asia	6
Other countries	5
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	54
Countries with the highest visitor shares	%
Netherlands	9
United Kingdom	9
Austria	8
Belgium	8
France	8
Frequency of visits to trade fair	%
Previous event	40
Earlier events	58
First visit	30
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	18
In an advisory capacity	17
No	13
Other not gainfully employed	4
Student	24

Area of responsibility	%
Management	22
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	2
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	19
Student	24
Other not gainfully employed	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	6
Area manager, works manager, plant manager, branch manager	3
Department head, group head	5
Other salaried staff, skilled workers	8
Lecturer, teacher	22
Trainee	2
Other position	5
Student	24
Other not gainfully employed	4
Economic sector	%
Retail trade	14
Wholesale/foreign trade	6
Skilled trades	5
Industry	5
Educational institution	46
Services/free-lance	11
Event venue	1
Media	6
Other sectors	2
Other not gainfully employed	4
Size of company/organization:	
Number of employees	%
1- 4	33
5- 9	7
10- 49	11
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	7
Student	24
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	47 886*	Area of responsibility	%
Proportion of trade visitors	95%	Management	33
Germany (total)	36	Research/development/design	5
of which		Manufacturing, production, quality control	2
Nielsen 1	10	Buying/procurement	14
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	2	Sales	16
Nielsen 2	17	Marketing, advertising, PR	5
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	31	Maintenance/repairs	-
Hesse	24	Other area	6
Rhineland-Palatinate	6	Student	12
Saarland	1	Other not gainfully employed	4
Nielsen 3b	17		
Baden-Württemberg	17	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	35
		Managing director, board member, etc.	14
		Area manager, works manager, plant manager, branch manager	11
		Department head, group head	10
		Other salaried staff, skilled workers	10
		Lecturer, teacher	1
		Trainee	2
		Other position	2
		Student	12
		Other not gainfully employed	4
		Economic sector	%
		Retail trade	27
		Wholesale/foreign trade	26
		Service	12
		Industry	11
		Skilled trades	3
		Other sectors	6
		Student	12
		Other not gainfully employed	4
		Size of company/organization:	%
		Number of employees	%
		1- 4	27
		5- 9	12
		10- 49	16
		50- 199	12
		200- 499	4
		500 - 999	3
		1 000 and more	10
		Student	12
		Other not gainfully employed	4
		Conducted by: Wissler & Partner, Basel	
		*) ascertained by a representative poll	
Distance to home	%		
up to 50 km	9		
more than 50 km up to 100 km	3		
more than 100 km up to 300 km	17		
over 300 km	71		
Countries with the highest visitor shares	%		
France	9		
Italy	6		
Netherlands	6		
United Kingdom	6		
Belgium	4		
Frequency of visits to trade fair	%		
Previous event	39		
Earlier events	45		
First visit	38		
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	36		
Collectively	23		
In an advisory capacity	15		
No	11		
Student	12		
Other not gainfully employed	4		

Prolight + Sound → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	40 894*	Area of responsibility	%
Proportion of trade visitors	88%	Management	29
Germany (total)	57	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	3
Lower Saxony	7	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	18	Marketing, advertising, PR	3
North Rhine-Westph.	18	Logistics: storage, material management, transport	3
Nielsen 3a	27	Maintenance/repairs	4
Hesse	20	Other area	18
Rhineland-Palatinate	6	Student	12
Saarland	1	Other not gainfully employed	4
Nielsen 3b	22		
Baden-Württemberg	22	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	32
		Managing director, board member, etc.	12
		Area manager, works manager, plant manager, branch manager	5
		Department head, group head	9
		Other salaried staff, skilled workers	11
		Lecturer, teacher	5
		Trainee	5
		Other position	6
		Student	12
		Other not gainfully employed	4
		Economic sector	%
		Retail trade	12
		Wholesale/foreign trade	6
		Skilled trades	4
		Industry	5
		Educational institution	17
		Services/free-lance	28
		Event venue	11
		Media	7
		Other sectors	6
		Other not gainfully employed	4
		Size of company/organization:	%
		Number of employees	%
		1- 4	34
		5- 9	12
		10- 49	16
		50- 199	8
		200- 499	5
		500 - 999	2
		1 000 and more	7
		Student	12
		Other not gainfully employed	4
		Conducted by: Wissler & Partner, Basel	
		*) ascertained by a representative poll	
Distance to home	%		
up to 50 km	10		
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	28		
over 300 km	56		
Countries with the highest visitor shares	%		
Netherlands	11		
Belgium	10		
Austria	7		
France	5		
Switzerland	5		
Frequency of visits to trade fair	%		
Previous event	48		
Earlier events	59		
First visit	27		
Average length of stay	1,8 days		
Influence on purchasing/procurement decisions	%		
Decisively	34		
Collectively	20		
In an advisory capacity	17		
No	13		
Other not gainfully employed	4		
Student	12		

Tendence

Trade visitors' profile

Visitors (number of entries)	45 477	Area of responsibility	%
Proportion of trade visitors	91%	Management	29
Germany (total)	79	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	3
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	2	Sales	9
Nielsen 2	15	Marketing, advertising, PR	3
North Rhine-Westph.	15	Logistics: storage, material management, transport	3
Nielsen 3a	47	Maintenance/repairs	4
Hesse	35	Other area	18
Rhineland-Palatinate	10	Student	12
Saarland	1	Other not gainfully employed	4
Nielsen 3b	17		
Baden-Württemberg	17	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	32
		Managing director, board member, etc.	12
		Area manager, works manager, plant manager, branch manager	5
		Department head, group head	9
		Other salaried staff, skilled workers	11
		Lecturer, teacher	5
		Trainee	5
		Other position	6
		Student	12
		Other not gainfully employed	4
		Economic sector	%
		Retail trade	12
		Wholesale/foreign trade	6
		Skilled trades	4
		Industry	5
		Educational institution	17
		Services/free-lance	28
		Event venue	11
		Media	7
		Other sectors	6
		Other not gainfully employed	4
		Size of company/organization:	%
		Number of employees	%
		1- 4	34
		5- 9	12
		10- 49	16
		50- 199	8
		200- 499	5
		500 - 999	2
		1 000 and more	7
		Student	12
		Other not gainfully employed	4
		Conducted by: Wissler & Partner, Basel	
		*) ascertained by a representative poll	
Distance to home	%		
up to 50 km	23		
more than 50 km up to 100 km	13		
more than 100 km up to 300 km	33		
over 300 km	31		
Countries with the highest visitor shares	%		
Switzerland	13		
Austria	8		
Netherlands	8		
Belgium	7		
France	7		
Frequency of visits to trade fair	%		
Previous event	49		
Earlier events	59		
First visit	30		
Average length of stay	1,7 days		
Influence on purchasing/procurement decisions	%		
Decisively	53		
Collectively	25		
In an advisory capacity	11		
No	7		
Student	4		
Other not gainfully employed	1		

Area of responsibility	%
Management	44
Research/development/design	2
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	14
Sales	5
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	58
Managing director, board member, etc.	12
Area manager, works manager, plant manager, branch manager	5
Department head, group head	6
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	1
Other position	2
Student	4
Other not gainfully employed	1
Economic sector	%
Retail trade	57
Wholesale/foreign trade	12
Skilled trades	6
Service	15
Industry	2
Other sectors	3
Student	4
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	51
5- 9	14
10- 49	15
50- 199	7
200- 499	2
500 - 999	2
1 000 and more	4
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	15 650
Proportion of trade visitors	98%
Germany (total)	49
of which	
Nielsen 1	16
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	2
Nielsen 5+6	6
Lower Saxony	11
Berlin	4
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	29
Mecklenburg-	
North Rhine-Westph.	29
West Pommernania	1
Nielsen 3a	17
Saxony-Anhalt	-
Hesse	9
Nielsen 7	3
Rhineland-Palatinate	8
Saxony	2
Saarland	-
Thuringia	1
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)	51
of which	
EU	63
Other european countries	22
Africa	3
Middle East	5
Other countries	7
Distance to home	%
up to 50 km	3
more than 50 km up to 100 km	5
more than 100 km up to 300 km	27
over 300 km	65
Countries with the highest visitor shares	%
Switzerland	12
France	11
Italy	9
United Kingdom	7
Belgium	6
Frequency of visits to trade fair	%
Previous event	46
Earlier events	37
First visit	45
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	26
In an advisory capacity	20
No	17
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	39
Research/development/design	6
Manufacturing, production, quality control	18
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	9
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	5
Other area	8
Student	4
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	13
Department head, group head	13
Other salaried staff, skilled workers	13
Lecturer, teacher	1
Trainee	5
Other position	3
Student	4
Other not gainfully employed	2
Economic sector	%
Laundry	30
Textile cleaning	21
Hospital, nursing home, sanatorium	5
Other service	10
Industry	15
Wholesale/foreign trade	10
Other sectors	3
Student	4
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	11
10- 49	27
50- 199	21
200- 499	9
500 - 999	6
1 000 and more	10
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	12 075
Proportion of trade visitors	99%
Germany (total)	84
of which	
Nielsen 1	10
Nielsen 4	13
Bremen	1
Bavaria	13
Hamburg	1
Nielsen 5+6	5
Lower Saxony	6
Berlin	2
Schleswig-Holstein	2
Brandenburg	3
Nielsen 2	21
Mecklenburg-	
North Rhine-Westph.	21
West Pommernania	-
Nielsen 3a	30
Saxony-Anhalt	-
Hesse	17
Nielsen 7	5
Rhineland-Palatinate	11
Saxony	2
Saarland	2
Thuringia	3
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)	16
of which	
EU	81
Other countries	19
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	41
over 300 km	37
Countries with the highest visitor shares	%
Austria	15
Belgium	13
Netherlands	13
Frequency of visits to trade fair	%
Previous event	28
Earlier events	40
First visit	45
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	42
Collectively	24
In an advisory capacity	21
No	7
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	40
Research/development/design	3
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	2
Organization, personnel, administration	1
Sales	12
Marketing, advertising, PR	15
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	-
Trainee	6
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Advertising	49
Publishing/printing	9
Service	8
Wholesale trade	4
Automobile industry	4
Retail trade	4
Information-/Communication Industry	3
Media (print, broadcast media)	2
Authority/public services	1
Clothing industry	1
Other sectors	11
Student	5
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	40
5- 9	13
10- 49	19
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	8
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

INTER BRUSH → Freiburg

Trade visitors' profile

Visitors (number of entries)	5 054	Area of responsibility	%
Proportion of trade visitors	96%	Management	43
Germany (total)	36	Research/development/design	10
of which		Manufacturing, production, quality control	22
Nielsen 1	3	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	-
Schleswig-Holstein	-	Sales	8
Nielsen 2	6	Marketing, advertising, PR	1
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	19	Maintenance/repairs	3
Hesse	14	Other area	2
Rhineland-Palatinate	5	Student	1
Saarland	-	Other not gainfully employed	1
Nielsen 3b	47		
Baden-Württemberg	47	Position in the company/organization	%
Foreign (total)	64	Entrepreneur, co-owner, freelancer	26
of which		Managing director, board member, head of an authority etc.	26
EU	33	Area manager, works manager, plant manager, branch manager, head of public office	16
Other european countries	9	Department head, group head, team leader	13
North America	16	Other salaried staff, civil servant, skilled worker	16
South and Central America	10	Lecturer, teacher	-
South-, East-, Central Asia	23	Trainee	-
Other countries	9	Other position	1
Distance to home	%	Student	1
up to 50 km	21	Other not gainfully employed	1
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	19	Economic sector	%
over 300 km	54	Industry (manufacturer)	83
Countries with the highest visitor shares	%	Trade	7
USA	13	Service/consulting	4
India	7	Users	1
Brazil	6	Research/science	3
Belgium	5	Other sectors	1
Italy	5	Student	1
Frequency of visits to trade fair	%	Other not gainfully employed	1
2008	49	Size of company/organization:	%
2004	37	Number of employees	
Earlier events	27	1- 4	9
First visit	39	5- 9	6
Average length of stay	1,8 days	10- 49	27
Influence on purchasing/procurement decisions	%	50- 199	28
Decisively	41	200- 499	11
Collectively	31		
In an advisory capacity	19		
No	7		
Student	1		
Other not gainfully employed	1		

Conducted by: Wissler & Partner, Basel

DU UND DEINE WELT (2010) → Hamburg

Basic data private visitors

Total number of visitors	93 592
Proportion of private visitors	95%
Region of residence	%
up to 50 km	77
more than 50 km up to 100 km	15
more than 100 km up to 300 km	6
over 300 km	2
Total Germany	100
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	51
Hesse	-
Mecklenburg-West Pommern	34
Lower Saxony	13
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Position in the company/organisation	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	34
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Housewife/man	5
Old-age pensioner	14
Student	13
Other not gainfully employed	3
Frequency of visits to exhibition	%
2009	35
2008	36
Earlier events	31
First visit	22

Additional data private visitors

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

Conducted by: PhoneResearch KG, Hamburg

GET Nord

Trade visitors' profile

Visitors (number of entries)	38 730
Proportion of trade visitors	89%
Germany (total)	99
of which	
Nielsen 1	89
Bremen	23
Hamburg	34
Lower Saxony	29
Schleswig-Holstein	3
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	37
more than 50 km up to 100 km	25
more than 100 km up to 300 km	32
over 300 km	6
Frequency of visits to trade fair	%
Previous event	32
Earlier events	31
First visit	48
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	32
In an advisory capacity	15
No	30
Student	3

Area of responsibility	%
Management	15
Research/development/design	5
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	32
Other area	13
Student	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team head, master craftsman	14
Other employee, civil servant, skilled worker	27
Lecturer, teacher	2
Trainee	33
Other position	2
Student	3
Economic sector	%
Craftman's company	57
Engineer's and planning office	6
Architect's office	2
Trade	6
Industrial company	5
Developers, construction companies and building restoration companies	1
Housing business, property management	1
Municipal utility (public services, water supply companies)	2
Facility management	2
Energy suppliers, energy systems	5
Service companies (total)	5
Hotels, fitness centres, holiday homes	1
Public institutions, authorities, local construction authorities	2
Hospitals, social institutions	1
University, vocational-, polytechnicschool, college	2
Other sectors	-
Student	3

Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	20
10- 49	28
50- 199	16
200 - 499	6
500 - 999	3
1 000 and more	5
Student	3

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	78 454	Position in the company/organization	%
Proportion of private visitors	80%	Entrepreneur, co-owner, freelancer	15
Germany (total)	96	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	81	Department head, group head, team leader	10
Bremen	2	Other salaried staff, civil servant, skilled worker	24
Hamburg	34	Lecturer, teacher	3
Lower Saxony	19	Trainee	4
Schleswig-Holstein	26	Other position	3
Nielsen 2	4	Student	17
North Rhine-Westph.	4	Housewife/man	14
Nielsen 3a	2	Old-age pensioner	2
Hesse	2	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Thuringia	-	yes	33
Nielsen 3b	1	no	30
Baden-Württemberg	1	maybe	37
Foreign (total)	4	Follow-up business	N/A
Distance to home	%	Conducted by: PhoneResearch KG, Hamburg	
up to 50 km	45		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	28		
over 300 km	12		
Frequency of visits to trade fair	%		
Previous event	38		
Earlier events	59		
First visit	26		
Sex	%		
Male	77		
Female	23		
Size of household	%		
1 person	17		
2 persons	42		
3 persons	18		
4 persons	15		
5 persons and more	8		
Age	%		
up to 20 years	14		
over 20 up to 30 years	15		
over 30 up to 40 years	13		
over 40 up to 50 years	23		
over 50 up to 60 years	17		
over 60 up to 70 years	13		
over 70 years	5		

Private visitors' profile

Visitors (number of entries)	43 393	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	5
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	94	Department head, group head, team leader	3
Bremen	-	Other salaried staff, civil servant, skilled worker	22
Hamburg	29	Lecturer, teacher	2
Lower Saxony	18	Trainee	10
Schleswig-Holstein	47	Other position	3
Nielsen 2	1	Student	46
North Rhine-Westph.	1	Old-age pensioner	1
Nielsen 3a	1	Housewife/man	3
Hesse	1	Other not gainfully employed	1
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Thuringia	-	yes	76
Nielsen 3b	-	no	9
Baden-Württemberg	-	maybe	15
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	58	yes	27
more than 50 km up to 100 km	25	no	28
more than 100 km up to 300 km	12	maybe	45
over 300 km	5	Conducted by: PhoneResearch KG, Hamburg	
Frequency of visits to trade fair	%		
Previous event	49		
Earlier events	51		
First visit	30		
Sex	%		
Male	9		
Female	91		
Size of household	%		
1 person	8		
2 persons	26		
3 persons	27		
4 persons	28		
5 persons and more	11		
Age	%		
up to 20 years	48		
over 20 up to 30 years	23		
over 30 up to 40 years	13		
over 40 up to 50 years	12		
over 50 up to 60 years	3		
over 60 up to 70 years	1		
over 70 years	1		

INTERNORGA → Hamburg

Trade visitors' profile

Visitors (number of entries)	94 610	Area of responsibility	%
Proportion of trade visitors	88%	Management	25
Germany (total)	97	Research/development/design	2
of which		Manufacturing, production, kitchen, quality control	23
Nielsen 1	64	Buying/procurement	6
Bremen	3	Finance/accounting, controlling	1
Hamburg	16	Information and communication technology	1
Lower Saxony	30	Organization, personnel, administration	2
Schleswig-Holstein	15	Sales	13
Nielsen 2	13	Marketing, advertising, PR	3
North Rhine-Westph.	13	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	1
Hesse	4	Other area	2
Rhineland-Palatinate	1	Service sector	14
Saarland	-	Student	6
Nielsen 3b	1	Other not gainfully employed	1
Baden-Württemberg	1		
Foreign (total)	3	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	26
EU	57	Managing director, board member, head of an authority etc.	6
Other european countries	28	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	15	Department head, group head, team leader	14
Distance to home	%	Other salaried staff, civil servant, skilled worker	18
up to 50 km	24	Lecturer, teacher	1
more than 50 km up to 100 km	13	Trainee	18
more than 100 km up to 300 km	35	Other position	3
over 300 km	28	Student	5
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	30	Economic sector	%
Earlier events	52	Hotels/guest house	17
First visit	37	Restaurant	22
Average length of stay	1,2 days	Franchise restaurant	5
Influence on purchasing/procurement decisions	%	Coffee shop	1
Decisively	15	Discotheque, night club, bar	1
Collectively	28	Snack bars, filling stations	2
In an advisory capacity	33	Large-scale canteens, schools, hospitals, homes	9
No	17	Catering	4
Student	5	Bakery, confectioners, café	16
Other not gainfully employed	1	Butcher	1
		Food trade, beverage wholesalers	3
		Industrie (Food, Nonfood)	4
		Planning, architecture, interior furnishings, design offices	2
		Large kitchen specialist trade	2
		Other sectors	5
		Student	6
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	
		1- 4	13
		5- 9	15
		10- 49	29
		50- 199	20
		200- 499	8
		500 - 999	3
		1 000 and more	6
		Student	5
		Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

NORTEC → Hamburg

Trade visitors' profile

Visitors (number of entries)	8 959	Area of responsibility	%
Proportion of trade visitors	88%	Management	15
Germany (total)	98	Research/development/design	11
of which		Manufacturing, production, quality control	31
Nielsen 1	85	Buying/procurement	7
Bremen	2	Finance/accounting, controlling	-
Hamburg	29	Information and communication technology	-
Lower Saxony	20	Organization, personnel, administration	1
Schleswig-Holstein	35	Sales	11
Nielsen 2	4	Marketing, advertising, PR	1
North Rhine-Westph.	4	Logistics: storage, material management, transport	2
Nielsen 3a	2	Maintenance/repairs	7
Hesse	1	Other area	3
Rhineland-Palatinate	-	Student	8
Saarland	-	Other not gainfully employed	1
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	2	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	4
Distance to home	%	Area manager, works manager, plant manager, branch manager, head of public office	11
up to 50 km	55	Department head, group head, team leader	16
more than 50 km up to 100 km	19	Other salaried staff, civil servant, skilled worker	29
more than 100 km up to 300 km	17	Lecturer, teacher	3
over 300 km	9	Trainee	12
Frequency of visits to trade fair	%	Other position	3
Previous event	23	Student	8
Earlier events	36	Other not gainfully employed	1
First visit	52		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Industry	50
Decisively	8	Trade	6
Collectively	26	Skilled trades	14
In an advisory capacity	34	Service provider	10
No	24	Authority/public services	3
Student	8	Vocational school/polytechnic/university	4
Other not gainfully employed	1	Other sectors	4
		Student	8
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	7
		5- 9	8
		10- 49	23
		50- 199	22
		200- 499	12
		500 - 999	6
		1 000 and more	14
		Student	8
		Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG

Private visitors' profile

Visitors (number of entries)	60 366	Area of responsibility	%
Proportion of private visitors	94%	Management	15
Germany (total)	99	Research/development/design	11
of which		Manufacturing, production, quality control	31
Nielsen 1	97	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	-
Hamburg	44	Information and communication technology	-
Lower Saxony	19	Organization, personnel, administration	1
Schleswig-Holstein	34	Sales	11
Nielsen 2	-	Marketing, advertising, PR	1
North Rhine-Westph.	-	Logistics: storage, material management, transport	2
Nielsen 3a	-	Maintenance/repairs	7
Hesse	-	Other area	3
Rhineland-Palatinate	-	Student	8
Saarland	-	Other not gainfully employed	1
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	1	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	4
Distance to home	%	Area manager, works manager, plant manager, branch manager, head of public office	11
up to 50 km	71	Department head, group head, team leader	16
more than 50 km up to 100 km	18	Other salaried staff, civil servant, skilled worker	29
more than 100 km up to 300 km	9	Lecturer, teacher	3
over 300 km	2	Trainee	12
Frequency of visits to trade fair	%	Other position	3
Previous event	41	Student	8
Earlier events	65	Other not gainfully employed	1
First visit	24		
Sex	%	Economic sector	%
Male	52	Industry	50
Female	48	Trade	6
Size of household	%	Skilled trades	14
1 person	20	Service provider	10
2 persons	56	Authority/public services	3
3 persons	11	Vocational school/polytechnic/university	4
4 persons	9	Other sectors	4
5 persons and more	4	Student	8
		Other not gainfully employed	1
Age	%	Size of company/organization:	
up to 20 years	4	Number of employees	%
over 20 up to 30 years	10	1- 4	7
over 30 up to 40 years	11	5- 9	8
over 40 up to 50 years	21	10- 49	23
over 50 up to 60 years	20	50- 199	22
over 60 up to 70 years	24	200- 499	12
over 70 years	11	500 - 999	6
		1 000 and more	14
		Student	8
		Other not gainfully employed	1

Hamburg

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	3
Student	5
Other position	4
Trainee	2
Housewife/man	4
Old-age pensioner	32
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	24
no	41
maybe	35
Follow-up business	%
Intend to buy at later date	
yes	27
no	24
maybe	49

Conducted by: PhoneResearch KG, Hamburg

SMM Hamburg

Trade visitors' profile

Visitors (number of entries)	48 406	Area of responsibility	%
Proportion of trade visitors	84%	Management	16
Germany (total)	66	Research/development/design	16
of which		Manufacturing, production, quality control	8
Nielsen 1	78 Nielsen 4	Buying/procurement	7
Bremen	6 Bavaria	Finance/accounting, controlling	2
Hamburg	33 Nielsen 5+6	Information and communication technology	1
Lower Saxony	18 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	21 Brandenburg	Sales	10
Nielsen 2	5 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	5 West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	2 Saxony-Anhalt	Maintenance/repairs	6
Hesse	2 Nielsen 7	Other area	2
Rhineland-Palatinate	- Saxony	Seafaring and navigation	11
Saarland	- Thuringia	Student	12
Nielsen 3b	2	Other not gainfully employed	2
Baden-Württemberg	2	Position in the company/organization	%
Foreign (total)	34	Entrepreneur, co-owner, freelancer	11
of which		Managing director, board member, head of an authority etc.	8
EU	66	Area manager, works manager, plant manager, branch manager, head of public office	7
Other european countries	11	Department head, group head, team leader	17
Africa	1	Other salaried staff, civil servant, skilled worker	28
North America	3	Lecturer, teacher	1
South and Central America	2	Trainee	10
Asia	16	Other position	4
Australia	1	Student	12
Distance to home	%	Other not gainfully employed	2
up to 50 km	29	Economic sector	%
more than 50 km up to 100 km	11	Shipping and shipping companies	14
more than 100 km up to 300 km	17	Navy, defence industry	9
over 300 km	42	Shipbuilding industry, shipyard industry	12
Countries with the highest visitor shares	%	Ship outfitters	7
Denmark	16	Machine and plant construction	9
United Kingdom	9	metal production and processing	2
Netherlands	8	Electrical engineering/electronics	6
Finland	6	Other industry	2
France	5	Engineer's office	5
Frequency of visits to trade fair	%	Offshore	3
Previous event	32	Research, science, university vocational school	2
Earlier events	34	Authority/public services	3
First visit	50	Other sectors	10
Average length of stay	1,6 days	Student	12
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	15	Size of company/organization:	
Collectively	23	Number of employees	%
In an advisory capacity	24	1- 4	6
No	24	5- 9	8
Student	12	10- 49	17
Other not gainfully employed	2	50- 199	17
		200- 499	14
		500 - 999	6
		1 000 and more	18
		Student	12
		Other not gainfully employed	2

Conducted by: PhoneResearch KG, Hamburg

ABF Hannover

Private visitors' profile

Visitors (number of entries)	123 078	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	8
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	95 Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	31
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	95 Berlin	Trainee	1
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	3 Mecklenburg-	Student	4
North Rhine-Westph.	3 West Pomerania	Old-age pensioner	27
Nielsen 3a	- Saxony-Anhalt	Housewife/man	7
Hesse	- Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	- Saxony	Buying and ordering capacity	%
Saarland	- Thuringia	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	69
Baden-Württemberg	-	no	11
Distance to home	%	maybe	20
up to 50 km	66	Follow-up business	%
more than 50 km up to 100 km	27	Intend to buy at later date	
more than 100 km up to 300 km	6	yes	26
over 300 km	1	no	21
Frequency of visits to trade fair	%	maybe	53
Previous event	36	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Earlier events	61		
First visit	17		
Sex	%		
Male	47		
Female	53		
Size of household	%		
1 person	10		
2 persons	54		
3 persons	13		
4 persons	16		
5 persons and more	7		
Age	%		
up to 20 years	3		
over 20 up to 30 years	7		
over 30 up to 40 years	10		
over 40 up to 50 years	25		
over 50 up to 60 years	26		
over 60 up to 70 years	22		
over 70 years	7		

Altenpflege (2010) → Hannover

Basic data trade visitors

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	17
more than 100 km up to 300 km	44
over 300 km	18
Total Germany	99
Baden-Württemberg	2
Bavaria	2
Berlin	2
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	6
Mecklenburg-Holstein	5
West Pomerania	3
Lower Saxony	46
North Rhine-Westphalia	20
Rhineland-Palatinate	2
Saarland	1
Saxony	1
Saxony-Anhalt	4
Schleswig-Holstein	5
Thuringia	2
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	9
Managing director, board member, home director etc.	9
Chief administrator	1
Kitchen manager	1
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
Lecturer, teacher, scientific assistant	2
Skilled domestic worker	2
Trainee	11
Other position	5
Student	5
Frequency of visits to exhibition	%
Nürnberg 2009	9
Hanover 2008	34
Nürnberg 2007	8
Hanover 2006	25
Earlier events	19
First visit	34

Additional data trade visitors

Economic sector	%
Old peoples' home	11
Nursing home	19
Old peoples' and nursing home	26
Day-care facilities	1
Social ward	3
Out-patient nursing services	10
Hospital	3
Welfare association	1
Sponsor	1
Public authority	1
School	2
Residential home for the elderly	2
Therapeutic facility	1
Rehabilitation clinic	1
Sanitary products retailer, pharmacy	1
Other	12
Student	5
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	28
In an advisory capacity	26
No	24
Student	5
Area of responsibility	%
Management	18
Research/development/design	1
Planning/work preparation	5
Manufacture/production	1
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	10
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Nursing service	52
Kitchen/household	5
Other area	10
Student	5
Size of company/organisation:	%
Number of employees:	
1- 4	5
5- 9	4
10- 49	28
50- 99	24
100- 199	15
200- 499	7
500- 999	4
1 000- 9 999	7
10 000 and more	1
Student	5
Length of stay	%
1. Length of stay (days):	
one	90
two	8
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	42
3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BioEnergy Decentral → Hannover

Trade visitors' profile

Visitors (number of entries)	38 354
Proportion of trade visitors	96%
Germany (total)	82
of which	
Nielsen 1	38
Nielsen 2	20
Nielsen 3a	11
Nielsen 3b	10
Nielsen 4	11
Nielsen 5+6	6
Bremen	1
Hamburg	1
Lower Saxony	31
Schleswig-Holstein	5
Brandenburg	1
Mecklenburg-West Pomerania	1
Saxony-Anhalt	2
Hesse	8
Rhineland-Palatinate	3
Saxony	3
Saarlant	1
Thuringia	2
Baden-Württemberg	10
Foreign (total)	18
of which	
EU	63
Other european countries	13
South and Central America	9
Other countries	15
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	11
more than 100 km up to 300 km	35
over 300 km	46
Frequency of visits to trade fair	%
Previous event	55
Earlier events	50
First visit	29
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	24
In an advisory capacity	21
No	14
Student	4
Other not gainfully employed	1
Area of responsibility	%
Management	49
Research/development/design	8
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	10
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	7
Other position	4
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	58
Contractors, industrial equipment hire companies	3
Industry	8
Trade/sales	3
Engineer's and planning office	3
Local utilities, energy suppliers	3
Service providers for the renewable energies industry	2
Other service	7
University/college/polytechnic	2
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organization:	%
Number of employees	
1- 4	51
5- 9	7
10- 49	12
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	4
Student	4
Other not gainfully employed	1
N/A	8

Conducted by: Wissler & Partner, Basel

CeBIT

Trade visitors' profile

Visitors (number of entries)	311 579
Proportion of trade visitors	80%
Germany (total)	80
of which	
Nielsen 1	40
Nielsen 2	20
Nielsen 3a	11
Nielsen 3b	7
Nielsen 4	7
Nielsen 5+6	10
Bremen	2
Hamburg	5
Lower Saxony	30
Schleswig-Holstein	4
Brandenburg	1
Mecklenburg-West Pomerania	1
Saxony-Anhalt	2
Hesse	7
Rhineland-Palatinate	3
Saxony	3
Thuringia	2
Baden-Württemberg	7
Foreign (total)	20
of which	
EU	60
Other european countries	14
Africa	4
North America	2
South and Central America	4
Middle East	8
South-, East-, Central Asia	7
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	34
over 300 km	45
Countries with the highest visitor shares	%
Netherlands	13
Austria	6
Belgium	5
Poland	5
Switzerland	4
Frequency of visits to trade fair	%
Previous event	39
Earlier events	65
First visit	30
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	26
In an advisory capacity	19
No	14
Student	14
Other not gainfully employed	2

Area of responsibility	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	3
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	36
Organization, personnel, administration	4
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	4
Student	14
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	5
Other position	-
Student	14
Other not gainfully employed	2
Economic sector	%
Manufacturers of hardware, end devices, infrastructure	3
Telecommunications services	9
Software and IT systems specialists	8
IT services, IT consultants	24
Trade	9
Company and freelancer services	10
Power industry	2
Manufacturing sector	10
Authority/public services	13
Media industry	3
Skilled trades	2
Building trade	2
Traffic and logistic	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	3
Other sectors	1
Student	14
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	12
5- 9	6
10- 49	16
50- 199	15
200- 499	9
500 - 999	6
1 000 and more	20
Student	14
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	81 369
Proportion of trade visitors	97%
Germany (total)	99
of which	
Nielsen 1	63
Bremen	2
Hamburg	3
Lower Saxony	53
Schleswig-Holstein	5
Nielsen 2	16
North Rhine-Westph.	16
Nielsen 3a	6
Hesse	5
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	1
of which	
EU	68
Other countries	32
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	18
more than 100 km up to 300 km	44
over 300 km	14
Frequency of visits to trade fair	%
Previous event	9
Earlier events	59
First visit	41
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	42
In an advisory capacity	20
No	11
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	6
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
Educationist, teacher etc.	71
Further education, training	4
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	56
Trainee	4
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
General education system	45
Authority/public services	11
Vocational education system	11
Services, training, consulting	3
Adult education	5
Trade	1
Skilled trades	1
Higher education system	2
Industry	3
University, research	2
Association, organisation, institution	2
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	10
Further education	2
Other sectors	6
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	7
10- 49	38
50- 199	32
200- 499	4
500 - 999	2
1 000 and more	4
Student	9
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	45 793
Proportion of trade visitors	96%
Germany (total)	44
of which	
Nielsen 1	37
Bremen	2
Hamburg	5
Lower Saxony	28
Schleswig-Holstein	3
Nielsen 2	26
North Rhine-Westph.	26
Nielsen 3a	10
Hesse	7
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	56
of which	
EU	52
Other european countries	14
Africa	4
North America	6
South and Central America	3
Middle East	6
South-, East-, Central Asia	14
Australia	2
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	20
over 300 km	70
Countries with the highest visitor shares	%
Netherlands	8
India	7
United Kingdom	7
Belgium	5
France	5
Frequency of visits to trade fair	%
Previous event	48
Earlier events	64
First visit	30
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	52
Collectively	22
In an advisory capacity	13
No	9
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	39
Research/development/design	6
Manufacturing, production, quality control	7
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	18
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	2
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Specialist retail trade	20
Wholesale trade	26
Interior decorator	8
Parquet and floor layer	15
Painter	4
Furnishing/furniture stores	3
Architect's/interior designer's, Contract furnishes	6
Department stores, mail order, DIY stores	2
Timber trade	6
Industry	22
Press, media	2
Other sectors	8
Student	1
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	14
10- 49	26
50- 199	16
200- 499	7
500 - 999	4
1 000 and more	7
Student	1
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

EuroBLECH → Hannover

Trade visitors' profile

Visitors (number of entries)	60 185	Area of responsibility	%
Proportion of trade visitors	99%	Management	22
Germany (total)	66	Research/development/design	17
of which		Manufacturing, production, quality control	28
Nielsen 1	25	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	20	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	12
Nielsen 2	28	Marketing, advertising, PR	1
North Rhine-Westph.	28	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	4
Hesse	6	Other area	3
Rhineland-Palatinate	4	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	12		
Baden-Württemberg	12	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	12
		Managing director, board member, head of an authority etc.	15
		Area manager, works manager, plant manager, branch manager, head of public office	13
		Department head, group head, team leader	20
		Other salaried staff, civil servant, skilled worker	30
		Lecturer, teacher	1
		Trainee	4
		Other position	1
		Student	3
		Other not gainfully employed	1
		Economic sector	%
		Industry	76
		Wholesale/foreign trade	6
		Retail trade	1
		Skilled trades	11
		Service	6
		Public authority/administration	1
		University/college/polytechnic	1
		Other sectors	1
		Student	3
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	6
		5- 9	5
		10- 49	22
		50- 199	27
		200- 499	14
		500 - 999	8
		1 000 and more	15
		Student	3
		Other not gainfully employed	1
		Conducted by: Wissler & Partner, Basel	
Frequency of visits to trade fair	%		
Previous event	39		
Earlier events	42		
First visit	46		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	34		
Collectively	31		
In an advisory capacity	18		
No	13		
Student	3		
Other not gainfully employed	1		

EuroTier with BioEnergy Dezentral → Hannover

Trade visitors' profile

Visitors (number of entries)	159 896	Area of responsibility	%
Proportion of trade visitors	94%	Management	47
Germany (total)	76	Research/development/design	6
of which		Manufacturing, production, quality control	9
Nielsen 1	37	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	30	Organization, personnel, administration	1
Schleswig-Holstein	6	Sales	9
Nielsen 2	19	Marketing, advertising, PR	2
North Rhine-Westph.	19	Logistics: storage, material management, transport	2
Nielsen 3a	11	Maintenance/repairs	4
Hesse	7	Other area	11
Rhineland-Palatinate	3	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemberg	8	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	45
		Managing director, board member, head of an authority etc.	12
		Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	15
		Lecturer, teacher	2
		Trainee	7
		Other position	5
		Student	4
		Other not gainfully employed	1
		Economic sector	%
		Agricultural business, company	59
		Contractors, industrial equipment hire companies	3
		Industry	10
		Trade/sales	6
		Veterinary surgeon	3
		Service	8
		University/college/polytechnic	2
		Other sectors	5
		Student	4
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	51
		5- 9	7
		10- 49	13
		50- 199	8
		200- 499	3
		500 - 999	2
		1 000 and more	4
		Student	4
		Other not gainfully employed	1
		N/A	7
		Conducted by: Wissler & Partner, Basel	
Frequency of visits to trade fair	%		
Previous event	52		
Earlier events	47		
First visit	29		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	35		
Collectively	26		
In an advisory capacity	20		
No	14		
Student	4		
Other not gainfully employed	1		

HANNOVER MESSE

Trade visitors' profile

Visitors (number of entries)	183 110	Area of responsibility	%
Proportion of trade visitors	94%	Management	47
Germany (total)	77	Research/development/design	6
of which		Manufacturing, production, quality control	9
Nielsen 1	42	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	32	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	9
Nielsen 2	23	Marketing, advertising, PR	2
North Rhine-Westph.	23	Logistics: storage, material management, transport	2
Nielsen 3a	7	Maintenance/repairs	4
Hesse	5	Other area	11
Rhineland-Palatinate	2	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemberg	8	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	45
		Managing director, board member, head of an authority etc.	12
		Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	15
		Lecturer, teacher	2
		Trainee	7
		Other position	5
		Student	4
		Other not gainfully employed	1
		Economic sector	%
		Agricultural business, company	59
		Contractors, industrial equipment hire companies	3
		Industry	10
		Trade/sales	6
		Veterinary surgeon	3
		Service	8
		University/college/polytechnic	2
		Other sectors	5
		Student	4
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	51
		5- 9	7
		10- 49	13
		50- 199	8
		200- 499	3
		500 - 999	2
		1 000 and more	4
		Student	4
		Other not gainfully employed	1
		N/A	7
		Conducted by: Wissler & Partner, Basel	
Frequency of visits to trade fair	%		
Previous event	35		
Earlier events	53		
First visit	39		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	21		
Collectively	25		
In an advisory capacity	18		
No	12		
Student	22		
Other not gainfully employed	2		

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	5
Student	22
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	3
Trainee	2
Other position	1
Student	22
Other not gainfully employed	1
Economic sector	%
Power industry	15
Environmental management	3
Raw materials and production goods industry	12
Investment goods industry	25
Other processing industry	3
Building trade	3
Skilled trades	2
Trade	5
Telecommunication	2
Service	11
Authority/public services	4
Research institutes, industrial research	4
Investors, financing, funding of infrastructure projects	1
Other sectors	2
Student	22
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	4
10- 49	12
50- 199	15
200- 499	9
500 - 999	6
1 000 and more	22
Student	22
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	26 002*
Proportion of trade visitors	96%
Germany (total)	60
of which	
Nielsen 1	38
Nielsen 4	12
Bremen	2
Bavaria	12
Hamburg	2
Nielsen 5+6	4
Lower Saxony	32
Berlin	1
Schleswig-Holstein	3
Brandenburg	2
Nielsen 2	16
Mecklenburg-	
North Rhine-Westph.	16
West Pomerania	1
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	2
Saxony	3
Saarland	-
Thuringia	1
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)	40
of which	
EU	47
South-, East-, Central Asia	29
Other countries	24
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	5
more than 100 km up to 300 km	17
over 300 km	66
Frequency of visits to trade fair	%
Previous event	32
Earlier events	49
First visit	43
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	34
In an advisory capacity	15
No	6
Student	13
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	12
Research/development/design	26
Manufacturing, production, quality control	15
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	4
Student	13
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	2
Trainee	1
Other position	1
Student	13
Other not gainfully employed	2
Economic sector	%
Power industry	18
Environmental management	3
Primary and production industry	11
Investment goods industry	36
Other processing industry	2
Building trade	2
Skilled trades	3
Trade	7
Telecommunication	3
Service	10
Authority/public services	3
Research institutes, industrial research	6
Investors, financing, funding of infrastructure projects	1
Other sectors	3
Student	13
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	8
10- 49	10
50- 199	18
200- 499	7
500 - 999	7
1 000 and more	26
Student	13
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	8
10- 49	10
50- 199	18
200- 499	7
500 - 999	7
1 000 and more	26
Student	13
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	42 848*
Proportion of trade visitors	95%
Germany (total)	72
of which	
Nielsen 1	38
Nielsen 4	9
Bremen	3
Bavaria	9
Hamburg	4
Nielsen 5+6	10
Lower Saxony	28
Berlin	4
Schleswig-Holstein	3
Brandenburg	2
Nielsen 2	23
Mecklenburg-	
North Rhine-Westph.	23
West Pomerania	1
Nielsen 3a	9
Saxony-Anhalt	4
Hesse	5
Nielsen 7	4
Rhineland-Palatinate	3
Saxony	3
Saarland	-
Thuringia	-
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	28
of which	
EU	39
Other european countries	12
North America	8
South and Central America	7
South-, East-, Central Asia	27
Other countries	7
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	53
Countries with the highest visitor shares	%
China (PR)	11
Netherlands	9
Frequency of visits to trade fair	%
Previous event	33
Earlier events	49
First visit	41
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	25
In an advisory capacity	20
No	11
Student	23
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	11
Research/development/design	24
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	5
Organization, personnel, administration	-
Sales	7
Marketing, advertising, PR	5
Logistics: storage, material management, transport	2
Maintenance/repairs	3
Other area	4
Student	23
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	2
Trainee	3
Other position	1
Student	23
Other not gainfully employed	2
Economic sector	%
Power industry	6
Environmental management	2
Raw materials and production goods industry	11
Investment goods industry	26
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	2
Telecommunication	4
Service	18
Authority/public services	4
Research institutes, industrial research	7
Other sectors	2
Student	23
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	4
10- 49	11
50- 199	14
200- 499	11
500 - 999	7
1 000 and more	21
Student	23
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Energy → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	104 190*	Area of responsibility	%
Proportion of trade visitors	95%	Management	11
Germany (total)	76	Research/development/design	18
of which		Manufacturing, production, quality control	10
Nielsen 1	43	Buying/procurement	4
Bremen	3	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	2
Lower Saxony	32	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	11
Nielsen 2	22	Marketing, advertising, PR	4
North Rhine-Westph.	22	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Other area	7
Rhineland-Palatinate	2	Student	24
Saarland	-	Other not gainfully employed	2
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	24	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	12
EU	45	Managing director, board member, head of an authority etc.	9
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	2	Department head, group head, team leader	15
North America	5	Other salaried staff, civil servant, skilled worker	25
South and Central America	5	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	22	Other position	1
Australia	1	Student	24
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	13	Power industry	26
more than 50 km up to 100 km	8	Environmental management	4
more than 100 km up to 300 km	32	Raw materials and production goods industry	9
over 300 km	47	Investment goods industry	17
Countries with the highest visitor shares	%	Other processing industry	2
China (PR)	8	Building trade	4
Netherlands	8	Skilled trades	2
India	6	Trade	4
Poland	5	Telecommunication	2
USA	4	Service	11
Frequency of visits to trade fair	%	Authority/public services	4
Previous event	36	Research institutes, industrial research	4
Earlier events	53	Investors, financing, funding of infrastructure projects	1
First visit	38	Other sectors	1
Average length of stay	1,6 days	Student	24
		Other not gainfully employed	2
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	21	Number of employees	%
Collectively	25	1- 4	9
In an advisory capacity	17	5- 9	4
No	12	10- 49	12
Student	24	50- 199	14
Other not gainfully employed	2	200- 499	8
		500 - 999	5
		1 000 and more	22
		Student	24
		Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Industrial Automation → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	124 881*	Area of responsibility	%
Proportion of trade visitors	97%	Management	10
Germany (total)	72	Research/development/design	22
of which		Manufacturing, production, quality control	15
Nielsen 1	36	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	29	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	11
Nielsen 2	24	Marketing, advertising, PR	4
North Rhine-Westph.	24	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	6
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	19
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	28	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	46	Managing director, board member, head of an authority etc.	9
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	11
Africa	2	Department head, group head, team leader	18
North America	4	Other salaried staff, civil servant, skilled worker	28
South and Central America	5	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	27	Other position	1
Australia	1	Student	19
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	11	Power industry	12
more than 50 km up to 100 km	9	Environmental management	2
more than 100 km up to 300 km	28	Raw materials and production goods industry	13
over 300 km	52	Investment goods industry	33
Countries with the highest visitor shares	%	Other processing industry	3
China (PR)	12	Building trade	4
Netherlands	8	Skilled trades	2
India	6	Trade	5
Poland	4	Telecommunication	2
Sweden	4	Service	10
Frequency of visits to trade fair	%	Authority/public services	3
Previous event	37	Research institutes, industrial research	5
Earlier events	56	Other sectors	2
First visit	36	Student	19
Average length of stay	1,6 days	Other not gainfully employed	1
		Size of company/organization:	%
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	23	1- 4	5
Collectively	28	5- 9	4
In an advisory capacity	19	10- 49	13
No	10	50- 199	15
Student	19	200- 499	10
Other not gainfully employed	1	500 - 999	7
		1 000 and more	24
		Student	19
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Industrial Supply

Trade visitors' profile

Visitors (number of entries)	67 751*	Area of responsibility	%
Proportion of trade visitors	97%	Management	10
Germany (total)	66	Research/development/design	22
of which		Manufacturing, production, quality control	15
Nielsen 1	37	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	28	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	11
Nielsen 2	23	Marketing, advertising, PR	4
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	6
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	19
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	34	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	46	Managing director, board member, head of an authority etc.	9
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	11
North America	5	Department head, group head, team leader	18
South and Central America	6	Other salaried staff, civil servant, skilled worker	28
Middle East	5	Lecturer, teacher	2
South-, East-, Central Asia	21	Trainee	2
Other countries	3	Other position	1
		Student	19
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	9	Power industry	12
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	25	Raw materials and production goods industry	13
over 300 km	58	Investment goods industry	33
Countries with the highest visitor shares	%	Other processing industry	3
China (PR)	8	Building trade	4
Netherlands	8	Skilled trades	2
India	5	Trade	5
Turkey	5	Telecommunication	2
USA	4	Service	10
Frequency of visits to trade fair	%	Authority/public services	3
Previous event	35	Research institutes, industrial research	5
Earlier events	55	Other sectors	2
First visit	37	Student	19
Average length of stay	1,7 days	Other not gainfully employed	1
		Size of company/organization:	%
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	28	1- 4	5
Collectively	30	5- 9	4
In an advisory capacity	16	10- 49	13
No	7	50- 199	15
Student	17	200- 499	10
Other not gainfully employed	1	500 - 999	7
		1 000 and more	24
		Student	19
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	13
Research/development/design	19
Manufacturing, production, quality control	15
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	14
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	3
Student	17
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee	1
Other position	1
Student	17
Other not gainfully employed	1
Economic sector	%
Power industry	10
Environmental management	2
Raw materials and production goods industry	21
Investment goods industry	31
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	9
Telecommunication	2
Service	8
Authority/public services	4
Investors, financing, funding of infrastructure projects	1
Other sectors	3
Student	17
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	4
10- 49	16
50- 199	17
200- 499	11
500 - 999	6
1 000 and more	20
Student	17
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	43 031*
Proportion of trade visitors	94%
Germany (total)	77
of which	
Nielsen 1	40
Bremen	2
Hamburg	5
Lower Saxony	29
Schleswig-Holstein	4
Nielsen 2	23
North Rhine-Westph.	23
Nielsen 3a	6
Hesse	5
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	23
of which	
EU	45
Other european countries	8
South-, East-, Central Asia	30
Other countries	17
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	31
over 300 km	47
Countries with the highest visitor shares	%
China (PR)	15
France	6
Frequency of visits to trade fair	%
Previous event	35
Earlier events	50
First visit	42
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	25
In an advisory capacity	17
No	10
Student	24
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	11
Research/development/design	19
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	3
Organization, personnel, administration	1
Sales	11
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	7
Student	24
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	3
Trainee	2
Other position	1
Student	24
Other not gainfully employed	2
Economic sector	%
Power industry	18
Environmental management	7
Raw materials and production goods industry	13
Investment goods industry	19
Other processing industry	2
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	3
Service	14
Authority/public services	4
Research institutes, industrial research	5
Investors, financing, funding of infrastructure projects	-
Other sectors	1
Student	24
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	4
10- 49	13
50- 199	15
200- 499	9
500 - 999	5
1 000 and more	18
Student	24
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	40 650*
Proportion of trade visitors	93%
Germany (total)	84
of which	
Nielsen 1	38
Bremen	2
Hamburg	4
Lower Saxony	28
Schleswig-Holstein	4
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	8
Hesse	6
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	16
of which	
EU	47
Other european countries	10
South-, East-, Central Asia	35
Other countries	8
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	44
Country with the highest visitor share	%
China (PR)	15
Frequency of visits to trade fair	%
Previous event	35
Earlier events	50
First visit	42
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	23
In an advisory capacity	14
No	12
Student	32
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	8
Research/development/design	23
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	5
Student	32
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	3
Trainee	2
Other position	1
Student	32
Other not gainfully employed	2
Economic sector	%
Power industry	11
Environmental management	2
Raw materials and production goods industry	9
Investment goods industry	21
Other processing industry	2
Building trade	3
Skilled trades	1
Trade	4
Telecommunication	4
Service	12
Authority/public services	5
Research institutes, industrial research	6
Other sectors	1
Student	32
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	10
50- 199	11
200- 499	6
500 - 999	5
1 000 and more	24
Student	32
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Research & Technology → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	51 637*)	Area of responsibility	%
Proportion of trade visitors	95%	Management	9
Germany (total)	78	Research/development/design	33
of which		Manufacturing, production, quality control	7
Nielsen 1	41	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	-
Hamburg	4	Information and communication technology	2
Lower Saxony	31	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	6
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	3
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	29
Saarland	-	Other not gainfully employed	2
Nielsen 3b	9		
Baden-Württemberg	9		
Foreign (total)	22	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	11
EU	48	Managing director, board member, head of an authority etc.	7
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	8
North America	4	Department head, group head, team leader	15
South and Central America	5	Other salaried staff, civil servant, skilled worker	23
South-, East-, Central Asia	27	Lecturer, teacher	4
Other countries	6	Trainee	2
Distance to home	%	Other position	1
up to 50 km	13	Student	29
more than 50 km up to 100 km	9	Other not gainfully employed	2
more than 100 km up to 300 km	31		
over 300 km	47		
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	11	Power industry	13
China (PR)	11	Environmental management	3
Poland	6	Raw materials and production goods industry	11
France	5	Investment goods industry	23
India	5	Other processing industry	2
Frequency of visits to trade fair	%	Building trade	2
Previous event	35	Skilled trades	1
Earlier events	53	Trade	3
First visit	39	Telecommunication	2
Average length of stay	1,5 days	Service	10
Influence on purchasing/procurement decisions	%	Authority/public services	5
Decisively	20	Research institutes, industrial research	9
Collectively	22	Investors, financing, funding of infrastructure projects	1
In an advisory capacity	18	Other sectors	2
No	10	Student	29
Student	29	Other not gainfully employed	2
Other not gainfully employed	2		
		Size of company/organization:	%
		Number of employees	
		1- 4	7
		5- 9	4
		10- 49	10
		50- 199	11
		200- 499	8
		500 - 999	6
		1 000 and more	22
		Student	29
		Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

infa → Hannover

Private visitors' profile

Visitors (number of entries)	188 863	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	6
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	91	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	34
Hamburg	-	Lecturer, teacher	3
Lower Saxony	90	Trainee	3
Schleswig-Holstein	1	Other position	6
Nielsen 2	5	Student	3
North Rhine-Westph.	5	Housewife/man	10
Nielsen 3a	-	Old-age pensioner	22
Hesse	-	Other not gainfully employed	4
Rhineland-Palatinate	-		
Saarland	-		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	65	Purchase or order made or intended at the exhibition	84
more than 50 km up to 100 km	24	yes	4
more than 100 km up to 300 km	11	no	12
over 300 km	1	maybe	12
Frequency of visits to trade fair	%	Follow-up business	%
Previous event	40	Intend to buy at later date	24
Earlier events	66	yes	25
First visit	16	no	51
Sex	%	maybe	51
Male	22		
Female	78		
Size of household	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
1 person	15		
2 persons	46		
3 persons	18		
4 persons	16		
5 persons and more	6		
Age	%		
up to 20 years	4		
over 20 up to 30 years	10		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	26		
over 60 up to 70 years	16		
over 70 years	7		

INTERGEO

Trade visitors' profile

Visitors (number of entries)	15 819	Position in the company/organization	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	6
Germany (total)	70	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	36	Department head, group head, team leader	6
Bremen	2	Other salaried staff, civil servant, skilled worker	34
Hamburg	3	Lecturer, teacher	3
Lower Saxony	29	Trainee	3
Schleswig-Holstein	2	Other position	6
Nielsen 2	14	Student	3
North Rhine-Westph.	14	Housewife/man	10
Nielsen 3a	10	Old-age pensioner	22
Hesse	4	Other not gainfully employed	4
Rhineland-Palatinate	5		
Saarland	-		
Nielsen 3b	6		
Baden-Württemberg	6		
Foreign (total)	30	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	84
EU	65	yes	4
Other european countries	15	no	12
South-, East-, Central Asia	5	maybe	12
Other countries	15		
Distance to home	%	Follow-up business	%
up to 50 km	9	Intend to buy at later date	24
more than 50 km up to 100 km	5	yes	25
more than 100 km up to 300 km	31	no	51
over 300 km	55	maybe	51
Countries with the highest visitor shares	%		
Belgium	10		
Finland	7		
France	6		
Sweden	5		
Frequency of visits to trade fair	%		
Previous event	30		
Earlier events	57		
First visit	37		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	19		
Collectively	27		
In an advisory capacity	23		
No	17		
Student	12		
Other not gainfully employed	1		

Area of responsibility	%
Management	10
Research/development/design	8
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	-
Organization, personnel, administration	2
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	8
Measurement	42
Student	12
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	3
Trainee	6
Other position	3
Student	12
Other not gainfully employed	1
Economic sector	%
Industrial company	5
Energy supplies	4
Wholesale/foreign trade	1
Retail trade	1
Engineer's office	20
Research	2
Telecommunication	2
Architecture/construction	4
Other service company	4
Professional, specialist association	1
Authority/public services	29
Vocational school/polytechnic/university	3
IT, software, hardware	4
Other sectors	5
Student	12
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	10
5- 9	9
10- 49	23
50- 199	14
200- 499	9
500 - 999	5
1 000 and more	18
Student	12
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	75 755	Position in the company/organization	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	10
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	86	Department head, group head, team leader	8
Bremen	1	Other salaried staff, civil servant, skilled worker	28
Hamburg	1	Lecturer, teacher	2
Lower Saxony	82	Trainee	7
Schleswig-Holstein	2	Other position	8
Nielsen 2	7	Student	19
North Rhine-Westph.	7	Housewife/man	4
Nielsen 3a	2	Old-age pensioner	6
Hesse	2	Other not gainfully employed	4
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	90
Baden-Württemberg	-	no	3
Distance to home	%	maybe	7
up to 50 km	38	Follow-up business	%
more than 50 km up to 100 km	32	Intend to buy at later date	
more than 100 km up to 300 km	28	yes	35
over 300 km	2	no	22
Frequency of visits to trade fair	%	maybe	43
Previous event	46	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Earlier events	62		
First visit	18		
Sex	%		
Male	35		
Female	65		
Size of household	%		
1 person	12		
2 persons	36		
3 persons	19		
4 persons	22		
5 persons and more	12		
Age	%		
up to 20 years	21		
over 20 up to 30 years	21		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	11		
over 60 up to 70 years	5		
over 70 years	2		

Trade visitors' profile

Visitors (number of entries)	13 916*	Area of responsibility	%
Proportion of trade visitors	84%	Management	15
Germany (total)	84	Research/development/design	9
of which		Manufacturing, production, quality control	8
Nielsen 1	38	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	2
Hamburg	4	Information and communication technology	1
Lower Saxony	29	Organization, personnel, administration	3
Schleswig-Holstein	3	Sales	18
Nielsen 2	20	Marketing, advertising, PR	26
North Rhine-Westph.	20	Logistics: storage, material management, transport	2
Nielsen 3a	8	Maintenance/repairs	2
Hesse	6	Other area	3
Rhineland-Palatinate	2	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organization	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	16
Foreign (total)	16	Managing director, board member, head of an authority etc.	12
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	47	Department head, group head, team leader	18
Other european countries	17	Other salaried staff, civil servant, skilled worker	32
South-, East-, Central Asia	17	Lecturer, teacher	2
Other countries	20	Trainee	2
Distance to home	%	Other position	-
up to 50 km	16	Student	6
more than 50 km up to 100 km	8	Other not gainfully employed	1
more than 100 km up to 300 km	28	Economic sector	%
over 300 km	49	Authority/public services	7
Frequency of visits to trade fair	%	Marketing, advertising, PR services	10
Previous event	31	Insurances and financial services	3
Earlier events	27	Hotel and catering industry	1
First visit	59	Other services	15
Average length of stay	1,4 days	Power industry	9
Influence on purchasing/procurement decisions	%	Trade	9
Decisively	35	Skilled trades	5
Collectively	37	Investment goods industry	16
In an advisory capacity	17	Other processing industries	25
No	5	Traffic and logistic	4
Student	6	Other sectors	2
Other not gainfully employed	1	Student	6
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	9
		5- 9	9
		10- 49	20
		50- 199	20
		200- 499	13
		500 - 999	8
		1 000 and more	16
		Student	6
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

HUSUM WindEnergy → Husum

Trade visitors' profile

Visitors (number of entries)	30 015	Area of responsibility	%
Proportion of trade visitors	90%	Management	24
Germany (total)	68	Research/development/design	19
of which		Manufacturing, production, quality control	12
Nielsen 1	57	Buying/procurement	9
Bremen	3	Finance/accounting, controlling	6
Hamburg	12	Information and communication technology	4
Lower Saxony	14	Organization, personnel, administration	6
Schleswig-Holstein	28	Planning	19
Nielsen 2	11	Marketing/sales/advertising/PR	16
North Rhine-Westph.	11	Logistics: storage, material management, transport	8
Nielsen 3a	5	Maintenance/repairs	7
Hesse	2	Other area	8
Rhineland-Palatinate	3	Student	5
Saarland	-	Other not gainfully employed	1
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total)	32	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	16
EU	66	Managing director, board member, head of an authority etc.	13
North America	6	Area manager, works manager, plant manager, branch manager, head of public office	11
Middle East	5	Department head, group head, team leader	19
South-, East-, Central Asia	14	Other salaried staff, civil servant, skilled worker	26
Other countries	8	Lecturer, teacher	1
		Trainee	3
Distance to home	%	Other position	5
up to 50 km	13	Student	5
more than 50 km up to 100 km	5	Other not gainfully employed	1
more than 100 km up to 300 km	17		
over 300 km	65		
Countries with the highest visitor shares	%	Economic sector	%
Denmark	23	Banks, financiers	5
China (PR)	9	Investment fund services	2
Netherlands	5	Manufacturers	31
Poland	5	Measuring equipment	3
France	4	Planner	13
		Network operators	2
Frequency of visits to trade fair	%	Lawyers, technical experts	9
Previous event	31	Other service	14
Earlier events	36	Technical services	16
First visit	42	Insurance	3
Average length of stay	2,2 days	Supplier	10
		Other sectors	13
		Student	5
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	
Decisively	26	Number of employees	%
Collectively	27	1- 4	12
In an advisory capacity	23	5- 9	7
No	16	10- 49	18
Student	5	50- 199	19
Other not gainfully employed	1	200- 499	11
		500 - 999	5
		1 000 and more	24
		Student	5
		Other not gainfully employed	1

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

New Energy Husum → Husum

Trade visitors' profile

Visitors (number of entries)	14 925	Area of responsibility	%
Proportion of trade visitors	68%	Management	38
Germany (total)	82	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	84	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	3
Hamburg	12	Information and communication technology	-
Lower Saxony	8	Organization, personnel, administration	2
Schleswig-Holstein	63	Sales, marketing, advertising, PR	3
Nielsen 2	6	Logistics: storage, material management, transport	1
North Rhine-Westph.	6	Maintenance/repairs	7
Nielsen 3a	2	Other area	13
Hesse	2	Student	6
Rhineland-Palatinate	-	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	2		
Baden-Württemberg	2		
Foreign (total)	18	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	35
EU	87	Managing director, board member, head of an authority etc.	14
Other countries	13	Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
Distance to home	%	Other salaried staff, civil servant, skilled worker	20
up to 50 km	29	Lecturer, teacher	2
more than 50 km up to 100 km	20	Trainee	6
more than 100 km up to 300 km	23	Other position	2
over 300 km	26	Student	6
		Other not gainfully employed	2
Country with the highest visitor share	%	Economic sector	%
Denmark	57	Banks, financial service providers, insurance companies	4
Frequency of visits to trade fair	%	Building industry, architecture, planning, project management	14
2011	28	Biogas, biomass	6
2010	20	Biofuels	1
2009	9	Block heating works	2
2008	8	Geothermics, heat pumps, solar heating, wood	7
First visit	34	Tradesmen, technical services	10
Average length of stay	1,3 days	Association, institution	2
Influence on purchasing/procurement decisions	%	Agriculture	9
Decisively	37	Media, press, publishing	2
Collectively	22	Solar power	9
In an advisory capacity	18	Other service	7
No	23	Wind energy sector	13
		Supplier	2
		Other sectors	12
		Size of company/organization:	
		Number of employees	%
		1- 4	23
		5- 9	10
		10- 49	27
		50- 199	14
		200- 499	5
		500 - 999	2
		1 000 and more	9
		Student	6
		Other not gainfully employed	2

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

Nord Gastro und Hotel

Trade visitors' profile

Visitors (number of entries)	4 593	Area of responsibility	%
Proportion of trade visitors	100%	Management	38
Germany (total)	100	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	99	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	-
Lower Saxony	1	Organization, personnel, administration	2
Schleswig-Holstein	96	Sales, marketing, advertising, PR	3
Nielsen 2	-	Logistics: storage, material management, transport	1
North Rhine-Westph.	-	Maintenance/repairs	7
Nielsen 3a	-	Other area	13
Hesse	-	Student	6
Rhineland-Palatinate	-	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%	Position in the company/organization	%
up to 50 km	69	Entrepreneur, co-owner, freelancer	35
more than 50 km up to 100 km	23	Managing director, board member, head of an authority etc.	14
more than 100 km up to 300 km	7	Area manager, works manager, plant manager, branch manager, head of public office	5
over 300 km	2	Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	20
Frequency of visits to trade fair	%	Lecturer, teacher	2
Previous event	50	Trainee	6
Earlier events	54	Other position	2
First visit	27	Student	6
		Other not gainfully employed	2
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Banks, financial service providers, insurance companies	4
Decisively	37	Building industry, architecture, planning, project management	14
Collectively	27	Biogas, biomass	6
In an advisory capacity	26	Biofuels	1
No	10	Block heating works	2

Area of responsibility	%
Management	41
Research/development/design	1
Manufacturing, production, quality control	19
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Organization, personnel, administration	18
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Other not gainfully employed	2
Economic sector	%
Communal catering	16
Butcher, baker, confectioner etc.	4
Hotel	13
Restaurants, cafés	40
Bars, pubs	10
Other sectors	15
Size of company/organization:	
Number of employees	%
1- 4	28
5- 9	23
10- 49	35
50- 199	9
200 - 499	4
500 - 999	2
1 000 and more	-

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

Private visitors' profile

Visitors (number of entries)	20 627	Position in the company/organization	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	11
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	8
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	33
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	- Mecklenburg-	Student	2
North Rhine-Westph.	- West Pomerania	Housewife/man	9
Nielsen 3a	13 Saxony-Anhalt	Old-age pensioner	19
Hesse	- Nielsen 7	Other not gainfully employed	2
Rhineland-Palatinate	12 Saxony		
Saarland	- Thuringia		
Nielsen 3b	86	Buying and ordering capacity	%
Baden-Württemberg	86	Purchase or order made or intended at the exhibition	46
Foreign (total)	1	yes	17
Distance to home	%	no	38
up to 50 km	87	maybe	38
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	2	Follow-up business	%
over 300 km	2	Intend to buy at later date	30
Frequency of visits to trade fair	%	yes	15
2011	35	no	54
2010	32	maybe	54
2009	24		
Earlier events	15	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
First visit	40		
Sex	%		
Male	37		
Female	63		
Size of household	%		
1 person	9		
2 persons	55		
3 persons	15		
4 persons	15		
5 persons and more	6		
Age	%		
up to 20 years	2		
over 20 up to 30 years	11		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	28		
over 60 up to 70 years	19		
over 70 years	4		

Trade visitors' profile

Visitors (number of entries)	2 151	Area of responsibility	%
Proportion of trade visitors	97%	Management	12
Germany (total)	45	Research/development/design	16
of which		Manufacturing, production, quality control	2
Nielsen 1	6 Nielsen 4	Buying/procurement	3
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	28
Lower Saxony	5 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	14
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	7
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	26 Saxony-Anhalt	Maintenance/repairs	1
Hesse	21 Nielsen 7	Other area	10
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	38		
Baden-Württemberg	38	Position in the company/organization	%
Foreign (total)	55	Entrepreneur, co-owner, freelancer	8
of which		Managing director, board member, head of an authority etc.	15
EU	71	Area manager, works manager, plant manager, branch manager, head of public office	17
Other european countries	12	Department head, group head, team leader	28
Other countries	17	Other salaried staff, civil servant, skilled worker	25
Distance to home	%	Lecturer, teacher	1
up to 50 km	10	Trainee	-
more than 50 km up to 100 km	7	Other position	3
more than 100 km up to 300 km	16	Student	2
over 300 km	67	Other not gainfully employed	1
Countries with the highest visitor shares	%		
France	11	Economic sector	%
Sweden	11	Traffic - Street	25
Frequency of visits to trade fair	%	Traffic - Rail	22
2011	14	Traffic - Air	1
2008	10	IT, software, hardware	21
First visit	81	Authority/public services	5
Average length of stay	1,7 days	Manufacturer/Industry	4
Influence on purchasing/procurement decisions	%	Trade/sales	1
Decisively	25	Educational facility	1
Collectively	33	Research/teaching	3
In an advisory capacity	29	Consultancy	5
No	11	Service	4
Student	2	Publishers, media	1
Other not gainfully employed	1	Other sectors	5
		Student	2
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	5
		5- 9	10
		10- 49	19
		50- 199	12
		200- 499	11
		500 - 999	8
		1 000 and more	33
		Student	2
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

LEARNTEC (2011) → Karlsruhe

Trade visitors' profile

Visitors (number of entries)	3 187	Area of responsibility	%
Proportion of trade visitors	98%	Management	15
Germany (total)	98	Research/development/design	10
of which		Manufacturing, production, quality control	7
Nielsen 1	6	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	15
Lower Saxony	3	Organisation, personnel, administration	36
Schleswig-Holstein	1	Sales	12
Nielsen 2	16	Marketing, advertising, PR	1
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	1
Hesse	7	Other area	14
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	47		
Baden-Württemberg	47		
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	15
EU	52	Managing director, board member, head of an authority etc.	5
Other european countries	45	Area manager, works manager, plant manager, branch manager, head of public office	1
Other countries	3	Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	31
Distance to home	%	Lecturer, teacher	18
up to 50 km	20	Trainee	1
more than 50 km up to 100 km	21	Other position	6
more than 100 km up to 300 km	29	Student	6
over 300 km	30	Other not gainfully employed	1
Country with the highest visitor share	%	Economic sector	%
Switzerland	42	Educational facility	26
Frequency of visits to exhibition	%	Research/teaching	7
2010	22	Public authority/administration	5
2009	23	Industry	11
2008	19	Trade/sales	2
2005	15	Banks, insurance companies	4
Earlier events	19	Transport, tourism, hotel sector	1
First visit	55	Medicine	2
Average length of stay	1,3 days	Association	2
		Publishing house	3
Influence on purchasing/procurement decisions	%	Consultancy	4
Decisively	20	IT, software	8
Collectively	37	Training	4
In an advisory capacity	27	Multimedia	1
No	10	Service	11
Student	6	Other sectors	3
Other not gainfully employed	1	Student	6
		Other not gainfully employed	1

Size of company/organisation:	%
Number of employees	
1- 4	13
5- 9	5
10- 49	10
50- 199	15
200- 499	11
500 - 999	8
1 000 and more	32
Student	6
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGÄUER FESTWOCHE (2010) → Kempten

Basic data private visitors

Total number of visitors	117 182
Proportion of private visitors	97%
Region of residence	%
up to 50 km	85
more than 50 km up to 100 km	8
more than 100 km up to 300 km	5
over 300 km	2
Total Germany	99
Baden-Württemberg	5
Bavaria	94
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	1
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total Foreign	1
of which EU	88
other countries	12
The two countries with the highest visitor shares	%
Austria	50
Switzerland	13
Position in the company/organisation	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	32
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Housewife/man	9
Old-age pensioner	25
Student	2
Frequency of visits to exhibition	%
2009	74
2008	67
Earlier events	86
First visit	9

Additional data private visitors

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

Anuga FoodTec

Trade visitors' profile

Visitors (number of entries)	43 091
Proportion of trade visitors	99%
Germany (total)	56
of which	
Nielsen 1	14
Bremen	2
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	3
Nielsen 2	41
North Rhine-Westph.	41
Nielsen 3a	14
Hesse	7
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)	44
of which	
EU	56
Other european countries	12
Africa	5
North America	6
South and Central America	3
Middle East	5
South-, East-, Central Asia	9
Australia	4
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	14
United Kingdom	6
Switzerland	5
Sweden	5
USA	5
Frequency of visits to trade fair	%
Previous event	25
Earlier events	27
First visit	64
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	29
In an advisory capacity	26
No	9
Student	11
Other not gainfully employed	1

Area of responsibility	%
Management	18
Research/development/design	19
Manufacturing, production, quality control	17
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	4
Student	11
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	5
Other position	4
Student	11
Other not gainfully employed	1
Economic sector	%
Industry	63
Trade	9
Skilled trades	2
Agriculture	2
Service	7
Authority/public services	1
University, research	2
Other sectors	2
Student	11
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	5
10- 49	14
50- 199	17
200- 499	11
500 - 999	9
1 000 and more	26
Student	11
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	115 998
Proportion of trade visitors	75%
Germany (total)	70
of which	
Nielsen 1	11
Bremen	1
Hamburg	3
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	15
Hesse	6
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)	30
of which	
EU	68
Other european countries	14
North America	2
Middle East	3
South-, East-, Central Asia	9
Other countries	3
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	27
over 300 km	47
Countries with the highest visitor shares	%
Austria	12
Netherlands	12
Belgium	9
Italy	9
France	6
Frequency of visits to trade fair	%
Previous event	39
Earlier events	53
First visit	40
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	24
In an advisory capacity	18
No	15
Student	17
Other not gainfully employed	1

Area of responsibility	%
Management	21
Research/development/design	7
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	15
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	10
Student	17
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	10
Other position	4
Student	17
Other not gainfully employed	1
Economic sector	%
Industry	17
Trade	27
Skilled trades	15
Service	16
Public authority/administration	2
University, research	1
Other sectors	5
Student	17
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	11
10- 49	15
50- 199	15
200- 499	7
500 - 999	4
1 000 and more	7
Student	17
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	47 933
Proportion of trade visitors	97%
Germany (total)	45
of which	
Nielsen 1	10
Bremen	1
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	-
Nielsen 2	58
North Rhine-Westph.	58
Nielsen 3a	15
Hesse	5
Rhineland-Palatinate	9
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	55
of which	
EU	57
Other european countries	10
Africa	6
North America	5
South and Central America	3
Middle East	7
South-, East-, Central Asia	10
Australia	4
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	16
over 300 km	60
Countries with the highest visitor shares	%
Netherlands	8
United Kingdom	7
Italy	6
Belgium	5
Australia	3

Frequency of visits to trade fair	%
Previous event	39
Earlier events	48
First visit	43

Average length of stay	1,9 days
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Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	27
In an advisory capacity	16
No	8
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	32
Research/development/design	5
Manufacturing, production, quality control	7
Buying/procurement	18
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	19
Marketing, advertising, PR	6
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	3
Student	3
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	-
Trainee	5
Other position	5
Student	3
Other not gainfully employed	2
Economic sector	%
Industry	32
Retail trade	16
Wholesale/foreign trade	30
Mail order	2
Skilled trades	5
Service	6
Authority/public services	2
Other sectors	4
Student	3
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	13
10- 49	25
50- 199	18
200- 499	7
500 - 999	5
1 000 and more	11
Student	3
Other not gainfully employed	2

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

ISM → Köln

Trade visitors' profile

Visitors (number of entries)	38 827	Area of responsibility	%
Proportion of trade visitors	93%	Management	28
Germany (total)	42	Research/development/design	7
of which		Manufacturing, production, quality control	7
Nielsen 1	14	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	8	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	20
Nielsen 2	55	Marketing, advertising, PR	9
North Rhine-Westph.	55	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	-
Hesse	7	Other area	5
Rhineland-Palatinate	3	Student	5
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	58	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	29
EU	59	Managing director, board member, head of an authority etc.	13
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	11
Africa	6	Department head, group head, team leader	16
North America	5	Other salaried staff, civil servant, skilled worker	14
South and Central America	5	Lecturer, teacher	1
Middle East	8	Trainee	4
South-, East-, Central Asia	9	Other position	6
Australia	2	Student	5
Distance to home	%	Other not gainfully employed	1
up to 50 km	13		
more than 50 km up to 100 km	7	Economic sector	%
more than 100 km up to 300 km	18	Industry	26
over 300 km	61	Wholesale/foreign trade	25
Countries with the highest visitor shares	%	Retail trade	21
United Kingdom	9	Skilled trades	4
France	8	Service	9
Belgium	7	Catering	3
Netherlands	7	Other sectors	5
Italy	6	Student	5
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	41		
Earlier events	47	Size of company/organization:	
First visit	43	Number of employees	%
Average length of stay	1,9 days	1- 4	16
Influence on purchasing/procurement decisions	%	5- 9	9
Decisively	37	10- 49	23
Collectively	26	50- 199	18
In an advisory capacity	18	200- 499	9
No	12		
Student	5		
Other not gainfully employed	1		

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

Kind + Jugend → Köln

Trade visitors' profile

Visitors (number of entries)	21 301	Area of responsibility	%
Proportion of trade visitors	97%	Management	36
Germany (total)	36	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	7	Buying/procurement	15
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Organization, personnel, administration	-
Schleswig-Holstein	3	Sales	20
Nielsen 2	50	Marketing, advertising, PR	9
North Rhine-Westph.	50	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	-
Hesse	7	Other area	5
Rhineland-Palatinate	4	Student	1
Saarland	-		
Nielsen 3b	9		
Baden-Württemberg	9		
Foreign (total)	64	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	42
EU	58	Managing director, board member, head of an authority etc.	14
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	9
North America	3	Department head, group head, team leader	15
South and Central America	3	Other salaried staff, civil servant, skilled worker	10
Middle East	5	Lecturer, teacher	1
South-, East-, Central Asia	18	Trainee	2
Other countries	5	Other position	6
Distance to home	%	Student	1
up to 50 km	11		
more than 50 km up to 100 km	5	Economic sector	%
more than 100 km up to 300 km	14	Manufacturer/Industry	17
over 300 km	70	Wholesale trade	15
Countries with the highest visitor shares	%	Specialist retail trade	20
Spain	8	Buying association	1
China (PR)	7	Mail order company	1
Netherlands	7	Chain store	2
Poland	7	Department store, hypermarket, drug store	4
United Kingdom	7	Online shop	11
Frequency of visits to trade fair	%	Other retail	2
Previous event	38	Commercial agent	3
Earlier events	44	Import/export	8
First visit	47	Service	6
Average length of stay	2,2 days	Media, press, publishing	3
Influence on purchasing/procurement decisions	%	Other sectors	6
Decisively	48	Student	1
Collectively	22		
In an advisory capacity	18	Size of company/organization:	
No	10	Number of employees	%
Student	1	1- 4	33
		5- 9	14
		10- 49	19
		50- 199	14
		200 - 499	6
		500 - 999	4
		1 000 and more	10
		Student	1

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

ORGATEC

Trade visitors' profile

Visitors (number of entries)	48 437	Area of responsibility	%
Proportion of trade visitors	98%	Management	36
Germany (total)	59	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	7	Organization, personnel, administration	-
Schleswig-Holstein	1	Sales	20
Nielsen 2	42	Marketing, advertising, PR	9
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	-
Hesse	8	Other area	5
Rhineland-Palatinate	5	Student	1
Saarland	-		
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)	41	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	42
EU	56	Managing director, board member, head of an authority etc.	14
Other european countries	9	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	3	Department head, group head, team leader	15
North America	5	Other salaried staff, civil servant, skilled worker	10
South and Central America	5	Lecturer, teacher	1
Middle East	5	Trainee	2
South-, East-, Central Asia	14	Other position	6
Australia	3	Student	1
Distance to home	%	Economic sector	%
up to 50 km	16	Manufacturer/Industry	17
more than 50 km up to 100 km	6	Wholesale trade	15
more than 100 km up to 300 km	20	Specialist retail trade	20
over 300 km	58	Buying association	1
Countries with the highest visitor shares	%	Mail order company	1
Netherlands	12	Chain store	2
United Kingdom	10	Department store, hypermarket, drug store	4
Austria	6	Online shop	11
Belgium	5	Other retail	2
Italy	5	Commercial agent	3
Frequency of visits to trade fair	%	Import/export	8
Previous event	39	Service	6
Earlier events	47	Media, press, publishing	3
First visit	44	Other sectors	6
Average length of stay	1,7 days	Student	1
Influence on purchasing/procurement decisions	%		
Decisively	32	Size of company/organization:	
Collectively	31	Number of employees	%
In an advisory capacity	22	1- 4	33
No	10	5- 9	14
Student	5	10- 49	19
Other not gainfully employed	1	50- 199	14
		200 - 499	6
		500 - 999	4
		1 000 and more	10
		Student	1

Area of responsibility	%
Management	22
Research/development/design	11
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	2
Sales	19
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	14
Student	5
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	3
Other position	6
Student	5
Other not gainfully employed	1
Economic sector	%
Industry	30
Trade	20
Skilled trades	4
Service	25
Bank and insurance	2
Authority/public services	6
University, research	2
Other sectors	6
Student	5
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	19
5- 9	9
10- 49	17
50- 199	17
200- 499	10
500 - 999	6
1 000 and more	16
Student	5
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	16 492
Proportion of trade visitors	95%
Germany (total)	45
of which	
Nielsen 1	13
Bremen	4
Hamburg	4
Lower Saxony	6
Schleswig-Holstein	3
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	15
Hesse	10
Rhineland-Palatinate	5
Saarland	3
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	55
of which	
EU	58
Other european countries	18
Africa	5
South and Central America	4
Middle East	4
South-, East-, Central Asia	8
Other countries	4
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	14
Italy	10
Switzerland	7
Belgium	6
France	5
Frequency of visits to trade fair	%
Previous event	28
Earlier events	31
First visit	59
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	32
In an advisory capacity	20
No	10
Student	2
Other not gainfully employed	1

Area of responsibility	%
Research/development/design	17
Manufacturing, production, quality control	12
Buying/procurement	7
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	-
Sales	20
Marketing, advertising, PR	7
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	2
Student	2
Other not gainfully employed	1
Management	28
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	3
Other position	6
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	57
Trade	18
Skilled trades	7
Service	8
Authority/public services	1
University, research	2
Other sectors	4
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	13
5- 9	6
10- 49	19
50- 199	24
200- 499	14
500 - 999	7
1 000 and more	16
Student	2
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	4 113
Proportion of trade visitors	95%
Germany (total)	53
of which	
Nielsen 1	11
Bremen	1
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	1
Nielsen 2	57
North Rhine-Westph.	57
Nielsen 3a	10
Hesse	6
Rhineland-Palatinate	4
Saarland	-
Nielsen 3b	9
Baden-Württemberg	9
Foreign (total)	47
of which	
EU	63
Other european countries	9
Middle East	8
South-, East-, Central Asia	10
Other countries	9
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	26
over 300 km	53
Countries with the highest visitor shares	%
United Kingdom	12
France	12
Netherlands	10
Frequency of visits to trade fair	%
Previous event	46
Earlier events	49
First visit	34
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	52
Collectively	22
In an advisory capacity	16
No	6
Student	3

Area of responsibility	%
Management	40
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	10
Logistics: storage, material management, transport	11
Maintenance/repairs	-
Other area	3
Student	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	56
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	45
Lecturer, teacher	-
Trainee	-
Other position	3
Student	3
Economic sector	%
Industry	16
Trade	57
Skilled trades	3
Service	14
Public authority/administration	1
Other sectors	5
Student	3
Size of company/organization:	
Number of employees	%
1- 4	47
5- 9	13
10- 49	18
50- 199	13
200 - 499	3
500 - 999	2
1 000 and more	2
Student	3

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

spoga+gafa/spoga horse (autumn) → Köln

Trade visitors' profile

Visitors (number of entries)	35 351	Area of responsibility	%
Proportion of trade visitors	94%	Management	30
Germany (total)	46	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	10	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Organization, personnel, administration	-
Schleswig-Holstein	1	Sales	23
Nielsen 2	50	Marketing, advertising, PR	9
North Rhine-Westph.	50	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hesse	8	Other area	4
Rhineland-Palatinate	4	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organization	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	35
Foreign (total)	54	Managing director, board member, head of an authority etc.	17
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
EU	68	Department head, group head, team leader	14
Other european countries	7	Other salaried staff, civil servant, skilled worker	12
Africa	3	Lecturer, teacher	-
North America	4	Trainee	2
South and Central America	1	Other position	4
Middle East	3	Student	2
South-, East-, Central Asia	10	Other not gainfully employed	1
Australia	5	Economic sector	%
Distance to home	%	Industry	17
up to 50 km	15	Specialist retail trade	25
more than 50 km up to 100 km	7	Specialist wholesale, retail trade	15
more than 100 km up to 300 km	18	Foreign trade	3
over 300 km	60	Mail order	5
Countries with the highest visitor shares	%	Department store	4
Netherlands	13	Supermarkets, cash & carry, discount stores	2
United Kingdom	8	Procurement centres	3
France	7	Buying association	1
Belgium	5	Commercial agent	3
Sweden	5	Skilled trades	4
Frequency of visits to trade fair	%	Service	10
Previous event	38	Authority/public services	1
Earlier events	51	Other sectors	5
First visit	41	Student	2
Average length of stay	1,6 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	45	Number of employees	
Collectively	30	1- 4	21
In an advisory capacity	18	5- 9	13
No	6	10- 49	25
Student	2	50- 199	19
Other not gainfully employed	1	200- 499	5
		500 - 999	4
		1 000 and more	9
		Student	2
		Other not gainfully employed	1

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

CADEAUX Leipzig (autumn) → Leipzig

Trade visitors' profile

Visitors (number of entries)	9 395	Position in the company/organization	%
Proportion of trade visitors	92%	Entrepreneur, co-owner, freelancer	61
Germany (total)	99	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	3	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	6
Schleswig-Holstein	-	Other position	2
Nielsen 2	-	Student	1
North Rhine-Westph.	-	Other not gainfully employed	1
Nielsen 3a	1	Economic sector	%
Hesse	-	Retail trade	51
Rhineland-Palatinate	-	Skilled trades	34
Saarland	-	Wholesale/foreign trade	6
Nielsen 3b	1	Other service	5
Baden-Württemberg	1	Industry	5
Foreign (total)	1	Commercial agent	2
Distance to home	%	Architect, planner, engineer's office, services	2
up to 50 km	21	Interior designer	2
more than 50 km up to 100 km	21	Catering/hotels	1
more than 100 km up to 300 km	50	Authority/public services	1
over 300 km	8	Other sectors	2
Frequency of visits to trade fair	%	Student	1
Previous event	54	Other not gainfully employed	1
Earlier events	67	Size of company/organization:	%
First visit	26	Number of employees	
Average length of stay	1,1 days	1- 4	64
Influence on purchasing/procurement decisions	%	5- 9	14
Decisively	44	10- 49	11
Collectively	28	50- 199	3
In an advisory capacity	19	200- 499	3
No	7	500 - 999	1
Student	1	1 000 and more	3
Other not gainfully employed	1	Student	1
Area of responsibility	%	Other not gainfully employed	1
Management	35	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Research/development/design	1		
Manufacturing, production, quality control	9		
Buying/procurement	14		
Finance/accounting, controlling	2		
Information and communication technology	-		
Organization, personnel, administration	1		
Sales	24		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	2		
Maintenance/repairs	1		
Other area	8		
Student	1		
Other not gainfully employed	1		

denkmal

Trade visitors' profile

Visitors (number of entries)	12 093	Position in the company/organization	%
Proportion of trade visitors	90%	Entrepreneur, co-owner, freelancer	61
Germany (total)	90	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	9	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	1	Lecturer, teacher	1
Lower Saxony	7	Trainee	6
Schleswig-Holstein	1	Other position	2
Nielsen 2	7	Student	1
North Rhine-Westph.	7	Other not gainfully employed	1
Nielsen 3a	6	Economic sector	%
Hesse	3	Retail trade	51
Rhineland-Palatinate	3	Skilled trades	34
Saarland	-	Wholesale/foreign trade	6
Nielsen 3b	5	Other service	5
Baden-Württemberg	5	Industry	5
Foreign (total)	10	Commercial agent	2
of which		Architect, planner, engineer's office, services	2
EU	85	Interior designer	2
Other european countries	11	Catering/hotels	1
South-, East-, Central Asia	4	Authority/public services	1
Distance to home	%	Other sectors	2
up to 50 km	17	Student	1
more than 50 km up to 100 km	12	Other not gainfully employed	1
more than 100 km up to 300 km	34	Size of company/organization:	%
over 300 km	37	Number of employees	
Countries with the highest visitor shares	%	1- 4	64
Poland	30	5- 9	14
Czech Republic	23	10- 49	11
Frequency of visits to trade fair	%	50- 199	3
Previous event	26	200- 499	3
Earlier events	32	500 - 999	1
First visit	57	1 000 and more	3
Average length of stay	1,2 days	Student	1
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	23	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Collectively	22		
In an advisory capacity	24		
No	13		
Student	16		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	21
Research/development/design	9
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	3
Sales	3
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	25
Student	16
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	2
Trainee	7
Other position	14
Student	16
Other not gainfully employed	2
Economic sector	%
Skilled trades, Building trade	23
Architect/engineer's and planning office	17
Public office, Authority, public services, foundation	11
Restorer	10
Restorer in Skilled trades	8
Training and further training	3
Specialist trade	2
Research and development	2
Industry	2
Other service	2
Other sectors	2
Student	16
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	37
5- 9	11
10- 49	17
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	5
Student	16
Other not gainfully employed	2

Conducted by: Institut für Marktforschung GmbH, Leipzig

Visitors (number of entries)	4 214
Proportion of trade visitors	96%
Germany (total)	100
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	25
more than 100 km up to 300 km	35
over 300 km	2
Frequency of visits to trade fair	%
Previous event	36
Earlier events	58
First visit	24
Average length of stay	1,0 days
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	31
In an advisory capacity	18
No	9
Student	6

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	44
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	-
Department head, group head, team leader	3
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	-
Economic sector	%
Dentist's practice,- clinic	78
Orthodontics	3
Oral and maxillofacial surgery	4
Dental technology laboratory	14
Dental trade	2
University, polytechnic, vocational school	5
Other	4
Size of company/organization:	
Number of employees	%
1- 4	40
5- 9	36
10- 49	15
50- 199	3
200 - 499	-
500 - 999	-
1 000 and more	1
Student	6

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	183 789
Proportion of private visitors	85%
Germany (total)	99
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	58
more than 50 km up to 100 km	27
more than 100 km up to 300 km	14
over 300 km	1
Frequency of visits to exhibition	%
Previous event	53
Earlier events	69
First visit	22
Sex	%
Male	52
Female	48
Size of household	N/A

Age	%
up to 20 years	5
over 20 up to 30 years	15
over 30 up to 40 years	14
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	16
over 70 years	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	45
Lecturer, teacher	2
Trainee	2
Other position	7
Student	7
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	6
maybe	17
Follow-up business	%
Intend to buy at later date	
yes	33
no	14
maybe	54

Conducted by: Institut für Marktforschung GmbH, Leipzig

MIDORA (2010) → 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	18
more than 100 km up to 300 km	48
over 300 km	18
Total Germany	97
Baden-Württemberg	2
Bavaria	8
Berlin	12
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	3
Lower Saxony	6
North Rhine-Westphalia	1
Rhineland-Palatinate	2
Saarland	-
Saxony	20
Saxony-Anhalt	26
Schleswig-Holstein	1
Thuringia	13
Total Foreign	3
Position in the company/organisation	%
Entrepreneur, partner, self-employed	75
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	1
Student	2
Other not gainfully employed	2
Frequency of visits to exhibition	%
2009	56
2008	49
2007	39
2006	33
Earlier events	31
First visit	23

Additional data trade visitors

Economic sector	%
Retail trade	48
Skilled trades	35
Other service	4
Wholesale/foreign trade	3
Industry	3
Association/institution/organisation	1
Commercial agent	1
Other sectors	2
Student	2
Other not gainfully employed	2
Influence on purchasing/procurement decisions	%
Decisively	59
Collectively	22
In an advisory capacity	13
No	2
Student	2
Other not gainfully employed	2
Area of responsibility	%
Management	52
Research/development/design	5
Planning/work preparation	17
Manufacture/production	27
Production, quality control	11
Buying/procurement	65
Finance/accounting, controlling	27
Information, communication technology (EDP)	11
Administration/organisation/personnel/social welfare/training	18
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	16
Maintenance/repairs	16
Other area	41
Student	2
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees:	
1- 4	75
5- 9	8
10- 49	7
50- 99	-
100- 199	3
200- 499	3
500- 999	1
1 000- 9 999	-
10 000 and more	1
Student	2
Other not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one	92
two	8
three	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	54
3rd day	16

Conducted by: Institut für Marktforschung GmbH, Leipzig

modell-hobby-spiel (2010) → Leipzig

Basic data private visitors

Total number of 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	33
over 300 km	9
Total Germany	97
Baden-Württemberg	1
Bavaria	2
Berlin	3
Brandenburg	6
Bremen	1
Hamburg	51
Hesse	22
Mecklenburg-West Pomerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	51
Saxony-Anhalt	22
Schleswig-Holstein	-
Thuringia	11
Total Foreign	3
of which EU	94
other countries	6
The country with the highest visitor share	%
Czech Republic	65
Position in the company/organisation	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	27
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	9
Housewife/man	3
Old-age pensioner	6
Student	12
Other not gainfully employed	5

Frequency of visits to exhibition	%
2009	54
2008	48
2007	38
2006	32
Earlier events	21
First visit	24

Additional data private visitors

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

Conducted by: Institut für Marktforschung GmbH, Leipzig

ORTHOPÄDIE + REHA-TECHNIK

Trade visitors' profile

Visitors (number of entries)	18 868
Proportion of trade visitors	93%
Germany (total)	60
of which	
Nielsen 1	14
Bremen	1
Hamburg	1
Lower Saxony	10
Schleswig-Holstein	3
Nielsen 2	13
North Rhine-Westphalia	13
Nielsen 3a	8
Hesse	5
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	10
Baden-Württemberg	10
Nielsen 4	11
Bavaria	11
Nielsen 5+6	18
Berlin	4
Brandenburg	5
Mecklenburg-West Pomerania	5
Saxony-Anhalt	4
Nielsen 7	26
Saxony	17
Thuringia	9
Foreign (total)	40
of which	
EU	54
Other european countries	19
Africa	4
North America	5
South and Central America	6
Middle East	7
South-, East-, Central Asia	6
Australia	1
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	69
Countries with the highest visitor shares	%
Czech Republic	7
Austria	5
Belgium	5
France	5
Switzerland	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	41
First visit	41
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	23
Collectively	33
In an advisory capacity	23
No	14
Student	6
Other not gainfully employed	1

Area of responsibility	%
Management	20
Research/development/design	9
Manufacturing, production, quality control	36
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	12
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee	12
Other position	7
Student	6
Other not gainfully employed	1
Economic sector	%
Orthopaedic companies	50
Sanitary specialist trade	7
University/academy/specialist school	6
Orthopaedic shoe companies	6
Rehabilitation systems companies	6
Hospital	5
Therapeutical practice	4
Social services	2
Medical technical specialised trade	2
Practice	2
Vocational school/technical college	1
Association, society, self-help group	1
Prophylaxis and rehabilitation facilities	1
Other sectors	-
Student	6
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	10
5- 9	13
10- 49	32
50- 199	19
200- 499	9
500 - 999	4
1 000 and more	7
Student	6
Other not gainfully employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

Private visitors' profile

Visitors (number of entries)	61 739	Age	%
Proportion of private visitors	95%	up to 20 years	5
Germany (total)	98	over 20 up to 30 years	8
of which		over 30 up to 40 years	10
Nielsen 1	1	over 40 up to 50 years	21
Bremen	-	over 50 up to 60 years	18
Hamburg	-	over 60 up to 70 years	26
Lower Saxony	1	over 70 years	12
Schleswig-Holstein	-	Position in the company/organisation	%
Nielsen 2	-	Entrepreneur, co-owner, freelancer	7
North Rhine-Westph.	-	Managing director, board member, head of an authority etc.	-
Nielsen 3a	1	Area manager, works manager, plant manager, branch manager, head of public office	1
Hesse	1	Department head, group head, team leader	1
Rhineland-Palatinate	-	Other salaried staff, civil servant, skilled worker	42
Saarland	-	Lecturer, teacher	2
Nielsen 3b	-	Trainee	1
Baden-Württemberg	-	Other position	1
Foreign (total)	2	Student	7
of which		Housewife/man	36
EU	73	Old-age pensioner	3
Other countries	27	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	52	yes	18
more than 50 km up to 100 km	21	no	64
more than 100 km up to 300 km	20	maybe	18
over 300 km	6	Follow-up business	%
Frequency of visits to exhibition	%	Intend to buy at later date	
Previous event	47	yes	41
Earlier events	63	no	19
First visit	31	maybe	41
Sex	%	Conducted by: Anova Marktforschung, Dresden	
Male	51		
Female	49		
Size of household	%		
1 person	12		
2 persons	60		
3 persons	15		
4 persons	10		
5 persons and more	3		

Private visitors' profile

Visitors (number of entries)	70 549	Position in the company/organization	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	8
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	8
North Rhine-Westph.	-	Housewife/man	5
Nielsen 3a	98	Old-age pensioner	15
Hesse	20	Other not gainfully employed	2
Rhineland-Palatinate	78	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	1	yes	73
Baden-Württemberg	1	no	5
Distance to home	%	maybe	22
up to 50 km	86	Follow-up business	%
more than 50 km up to 100 km	12	Intend to buy at later date	
more than 100 km up to 300 km	2	yes	31
over 300 km		no	15
Frequency of visits to trade fair	%	maybe	55
2011	50	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2010	45		
2009	38		
Earlier events	49		
First visit	13		
Sex	%		
Male	41		
Female	59		
Size of household	%		
1 person	9		
2 persons	43		
3 persons	22		
4 persons	19		
5 persons and more	7		
Age	%		
up to 20 years	6		
over 20 up to 30 years	14		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	25		
over 60 up to 70 years	13		
over 70 years	4		

analytica → München

Trade visitors' profile

Visitors (number of entries)	30 481	Area of responsibility	%
Proportion of trade visitors	98%	Management	8
Germany (total)	69	Research/development/design	40
of which		Manufacturing, production, quality control	15
Nielsen 1	5	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	3	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	8
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	1
Hesse	4	Other area	6
Rhineland-Palatinate	3	Operations management	2
Saarland	-	Student	12
Nielsen 3b	17	Other not gainfully employed	1
Baden-Württemberg	17		
Foreign (total)	31	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	5
EU	58	Managing director, board member, head of an authority etc.	7
Other european countries	20	Area manager, works manager, plant manager, branch manager, head of public office	3
South-, East-, Central Asia	10	Department head, group head, team leader	20
Other countries	12	Other salaried staff, civil servant, skilled worker	27
Distance to home	%	Lecturer, teacher	11
up to 50 km	23	Trainee	4
more than 50 km up to 100 km	9	Other position	4
more than 100 km up to 300 km	21	Project manager with personal and budget responsibility	5
over 300 km	47	Student	12
Countries with the highest visitor shares	%	Other not gainfully employed	1
Austria	16		
Switzerland	10	Economic sector	%
Italy	7	User of instrumental analytics	28
United Kingdom	7	Manufacturer of instrumental analytics	9
Frequency of visits to trade fair	%	Dealer in instrumental analytics	7
Previous event	34	Service/consulting in connection with instrumental analytics	6
Earlier events	33	Industrial research and development	14
First visit	51	University-based research and development	12
Average length of stay	1,5 days	Other types of research and development	5
Influence on purchasing/procurement decisions	%	Authority/public services	4
Decisively	16	Other sectors	-
Collectively	33	Student	12
In an advisory capacity	24	Other not gainfully employed	1
No	14		
Student	12	Size of company/organization:	
Other not gainfully employed	1	Number of employees	%
		1- 4	5
		5- 9	5
		10- 49	19
		50- 199	15
		200- 499	11
		500 - 999	6
		1 000 and more	25
		Student	12
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

AUTOMATICA → München

Trade visitors' profile

Visitors (number of entries)	29 648	Area of responsibility	%
Proportion of trade visitors	98%	Management	27
Germany (total)	69	Research/development/design	20
of which		Manufacturing, production, quality control	18
Nielsen 1	3	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	5
Hesse	4	Other area	3
Rhineland-Palatinate	3	Student	13
Saarland	1	Other not gainfully employed	1
Nielsen 3b	19		
Baden-Württemberg	19		
Foreign (total)	31	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	66	Managing director, board member, head of an authority etc.	8
Other european countries	16	Area manager, works manager, plant manager, branch manager, head of public office	5
Other countries	19	Department head, group head, team leader	21
Distance to home	%	Other salaried staff, civil servant, skilled worker	28
up to 50 km	18	Lecturer, teacher	5
more than 50 km up to 100 km	9	Trainee	5
more than 100 km up to 300 km	27	Other position	2
over 300 km	46	Foreman, master craftsman	5
Countries with the highest visitor shares	%	Student	13
Austria	16	Other not gainfully employed	1
Italy	13		
Czech Republic	7	Economic sector	%
Frequency of visits to trade fair	%	Automobile manufacture, OEM and supplier	30
Previous event	25	Construction industry	2
Earlier events	18	Chemical industry	2
First visit	67	Electrical engineering/electronics industry	15
Average length of stay	1,3 days	Food and beverage industry	2
Influence on purchasing/procurement decisions	%	Timber processing industry	1
Decisively	20	Information-/Communication Industry	2
Collectively	31	Plastics and rubber industry	3
In an advisory capacity	23	Logistics	1
No	12	Aerospace industry	3
Student	13	Metalworking industry	16
Other not gainfully employed	1	Paper and printing industry	1
		Pharmaceuticals, cosmetics, medical technology	3
		Packaging industry	2
		Trade	1
		Research	5
		Other sectors	13
		Student	13
		Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	3
10- 49	12
50- 199	16
200- 499	13
500 - 999	7
1 000 and more	29
Student	13
Other not gainfully employed	1

Conducted by: TNS Infratest, München

eCarTec / MATERIALICA

Trade visitors' profile

Visitors (number of entries)	12 759	Area of responsibility	%
Proportion of trade visitors	86%	Management	14
Germany (total)	81	Research/development/design	24
of which		Manufacturing, production, quality control	12
Nielsen 1	9	Buying/procurement	6
Bremen	4	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	3
Schleswig-Holstein	1	Sales	10
Nielsen 2	7	Marketing, advertising, PR	-
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	1
Hesse	7	Other area	7
Rhineland-Palatinate	3	Student	1
Saarland	1	Other not gainfully employed	7
Nielsen 3b	12		
Baden-Württemberg	12		
Foreign (total)	19	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	79	Managing director, board member, head of an authority etc.	8
Other countries	21	Area manager, works manager, plant manager, branch manager, head of public office	5
Distance to home	%	Department head, group head, team leader	21
up to 50 km	20	Other salaried staff, civil servant, skilled worker	28
more than 50 km up to 100 km	16	Lecturer, teacher	5
more than 100 km up to 300 km	21	Trainee	5
over 300 km	42	Other position	2
Countries with the highest visitor shares	%	Foreman, master craftsman	5
Austria	14	Student	13
United Kingdom	13	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	62	Automobile manufacture, OEM and supplier	30
Earlier events	46	Construction industry	2
First visit	43	Chemical industry	2
Average length of stay	1,0 days	Electrical engineering/electronics industry	15
Influence on purchasing/procurement decisions	%	Food and beverage industry	2
Decisively	30	Timber processing industry	1
Collectively	37	Information-/Communication Industry	2
In an advisory capacity	19	Plastics and rubber industry	3
No	15	Logistics	1
Area of responsibility	%	Aerospace industry	3
Management	14	Metalworking industry	16
Research/development/design	24	Paper and printing industry	1
Manufacturing, production, quality control	12	Pharmaceuticals, cosmetics, medical technology	3
Buying/procurement	6	Packaging industry	2
Finance/accounting, controlling	2	Trade	1
Information and communication technology	1	Research	5
Organization, personnel, administration	3	Other sectors	13
Sales	10	Student	13
Marketing, advertising, PR	-	Other not gainfully employed	1
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	7		

Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	4
Trainee	3
Other position	5
Student	4
Economic sector	%
Adaptronics	1
Aerospace	3
Automation, mechanical engineering	8
Automotive passenger vehicles	15
Automotive utility vehicles	6
Shipbuilding, boatbuilding	3
Motorcycles	5
Plastics	9
Metal	4
Chemistry	3
Composites	2
Electrical engineering/electronics	9
Energy	5
Medicine	3
Finances	2
Information and communication technology	2
Logistics, car hire services	1
Surface treatment technology	1
Bicycle	2
Sports	1
Building industry, architecture	1
Design	2
Ceramics	1
Authority/public services	4
University/college, research	5
Other	3
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	5
10- 49	15
50- 199	26
200 - 499	12
500 - 999	11
1 000 and more	24

Conducted by: Hopp & Partner, Berlin

Trade visitors' profile

Visitors (number of entries)	73 051	Area of responsibility	%
Proportion of trade visitors	98%	Management	11
Germany (total)	53	Research/development/design	40
of which		Manufacturing, production, quality control	9
Nielsen 1	5	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	-
Schleswig-Holstein	1	Sales	8
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	1
Hesse	5	Other area	2
Rhineland-Palatinate	2	Consulting	3
Saarland	-	Student	10
Nielsen 3b	26	Position in the company/organization	%
Baden-Württemberg	26	Entrepreneur, co-owner, freelancer	10
Foreign (total)	47	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	66	Department head, group head, team leader	12
Other European countries	17	Other salaried staff, civil servant, skilled worker	31
South-, East-, Central Asia	6	Lecturer, teacher	2
Other countries	10	Trainee	3
Distance to home	%	Other position	5
up to 50 km	13	Project manager with personal and budget responsibility	8
more than 50 km up to 100 km	7	Student	10
more than 100 km up to 300 km	19	Economic sector	%
over 300 km	61	Application, use of electronic components, assembly group sub-systems	19
Countries with the highest visitor shares	%	Manufacture of electronic components	15
Italy	13	Manufacture of electronic assembly groups, sub-systems	24
Austria	8	Trade in electronic components, assembly groups, sub-systems	10
France	6	Service	7
Switzerland	6	Research and development	12
United Kingdom	6	Teaching and training	2
Frequency of visits to trade fair	%	Public authority/Ministry	1
Previous event	36	Other sectors	-
Earlier events	35	Student	10
First visit	49	Size of company/organization:	
Average length of stay	1,6 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 9	13
Decisively	26	10- 49	18
Collectively	33	50- 199	20
In an advisory capacity	20	200- 499	10
No	11	500 - 999	7
Student	10	1 000 and more	22
		Student	10

Conducted by: TNS Infratest, München

Private visitors' profile

Visitors (number of entries)	124 167	Position in the company/organization	%
Proportion of private visitors	87%	Entrepreneur, co-owner, freelancer	9
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	5
Hamburg	-	Lecturer, teacher	32
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Other position	5
Nielsen 2	-	Student	14
North Rhine-Westph.	-	Housewife/man	3
Nielsen 3a	-	Old-age pensioner	15
Hesse	-	Other not gainfully employed	1
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	1	yes	33
Baden-Württemberg	1	no	34
Foreign (total)	2	maybe	33
of which		Follow-up business	%
EU	91	Intend to buy at later date	
Other countries	9	yes	30
Country with the highest visitor share	%	no	15
Austria	63	maybe	55
Distance to home	%	Conducted by: TNS Infratest, München	
up to 50 km	65		
more than 50 km up to 100 km	22		
more than 100 km up to 300 km	12		
over 300 km	2		
Frequency of visits to trade fair	%		
Previous event	38		
Earlier events	59		
First visit	32		
Sex	%		
Male	54		
Female	46		
Size of household	%		
1 person	18		
2 persons	42		
3 persons	14		
4 persons	18		
5 persons and more	7		
Age	%		
up to 20 years	13		
over 20 up to 30 years	16		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	19		
over 60 up to 70 years	13		
over 70 years	3		

iba → München

Trade visitors' profile

Visitors (number of entries)	69 803	Area of responsibility	%
Proportion of trade visitors	95%	Management	25
Germany (total)	39	Research/development/design	7
of which		Manufacturing, production, quality control	13
Nielsen 1	6 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	13
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	2
Hesse	4 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Bakery	24
Saarland	1 Thuringia	Layout and design	2
Nielsen 3b	12	Student	3
Baden-Württemberg	12	Other not gainfully employed	1
Foreign (total)	61	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	28
EU	47	Managing director, board member, head of an authority etc.	11
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	4	Department head, group head, team leader	11
North America	4	Other salaried staff, civil servant, skilled worker	15
South and Central America	10	Lecturer, teacher	1
Middle East	6	Trainee	12
South-, East-, Central Asia	11	Other position	3
Australia	7	Foreman, master craftsman	6
Distance to home	%	Student	3
up to 50 km	10	Other not gainfully employed	1
more than 50 km up to 100 km	7	Economic sector	%
more than 100 km up to 300 km	16	Service	8
over 300 km	68	Large-scale bakeries	20
Countries with the highest visitor shares	%	Trade	8
Austria	10	Skilled trades	33
Australia	5	Industry	20
Brazil	5	Research and development	2
Spain	5	Procurement	1
Italy	4	Marketing and sales	1
Frequency of visits to trade fair	%	Universities, vocational and advanced training institutions, schools	1
Previous event	24	Other sectors	3
Earlier events	32	Student	3
First visit	54	Other not gainfully employed	1
Average length of stay	2,0 days	Size of company/organization:	%
Influence on purchasing/procurement decisions	%	Number of employees	
Decisively	34	1- 4	12
Collectively	26	5- 9	11
In an advisory capacity	19	10- 49	28
No	17	50- 199	20
Student	3	200- 499	11
Other not gainfully employed	1	500 - 999	6
		1 000 and more	8
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFAT ENTSORGA → München

Trade visitors' profile

Visitors (number of entries)	124 200	Area of responsibility	%
Proportion of trade visitors	98%	Management	18
Germany (total)	60	Research/development/design	7
of which		Manufacturing, production, quality control	4
Nielsen 1	7 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	8
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	12 Saxony-Anhalt	Maintenance/repairs	9
Hesse	6 Nielsen 7	Other area	3
Rhineland-Palatinate	5 Saxony	Planning/work preparation	13
Saarland	1 Thuringia	Application/process engineering	7
Nielsen 3b	22	Environmental protection	12
Baden-Württemberg	22	Student	11
		Other not gainfully employed	1
Foreign (total)	40	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	12
EU	60	Managing director, board member, head of an authority etc.	11
Other european countries	20	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	3	Department head, group head, team leader	20
Middle East	5	Other salaried staff/public service	11
South-, East-, Central Asia	5	Lecturer, teacher	2
Other countries	7	Trainee	3
Distance to home	%	Foreman, master craftsman	7
up to 50 km	8	Skilled worker, journeyman	9
more than 50 km up to 100 km	5	Other position	3
more than 100 km up to 300 km	22	Student	11
over 300 km	66	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	10	Industry, manufacturing sector	16
Switzerland	8	Municipal supplying and disposal companies	32
Frequency of visits to trade fair	%	Private supplying and disposal companies and operators	8
Previous event	38	Engineer's office, consultant, Other service	18
Earlier events	38	Trade	5
First visit	47	Universities and polytechnics, science and research	2
Average length of stay	1,9 days	Authority/public services	4
Influence on purchasing/procurement decisions	%	Association	3
Decisively	25	Other sectors	-
Collectively	31	Student	11
In an advisory capacity	21	Other not gainfully employed	1
No	11	Size of company/organization:	%
Student	11	Number of employees	
Other not gainfully employed	1	1- 4	11
		5- 9	10
		10- 49	22
		50- 199	20
		200- 499	9
		500 - 999	5
		1 000 and more	11
		Student	11
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

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Trade visitors' profile

Visitors (number of entries)	32 292	Area of responsibility	%
Proportion of trade visitors	100%	Management	39
Germany (total)	68	Research/development/design	15
of which		Manufacturing, production, quality control	5
Nielsen 1	8 Nielsen 4	Buying/procurement	33
Bremen	- Bavaria	Finance/accounting, controlling	19
Hamburg	2 Nielsen 5+6	Information and communication technology	4
Lower Saxony	6 Berlin	Organization, personnel, administration	5
Schleswig-Holstein	- Brandenburg	Sales	3
Nielsen 2	11 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	11 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	9
Hesse	6 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Planning/work preparation	13
Saarland	- Thuringia	Application/process engineering	7
Nielsen 3b	21	Environmental protection	12
Baden-Württemberg	21	Student	11
		Other not gainfully employed	1
Foreign (total)	32	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	12
EU	81	Managing director, board member, head of an authority etc.	11
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	6	Department head, group head, team leader	20
Distance to home	%	Other salaried staff/public service	11
up to 50 km	14	Lecturer, teacher	2
more than 50 km up to 100 km	5	Trainee	3
more than 100 km up to 300 km	25	Foreman, master craftsman	7
over 300 km	55	Skilled worker, journeyman	9
Countries with the highest visitor shares	%	Other position	3
Austria	25	Student	11
Great Britain	7	Other not gainfully employed	1
Italy	6	Economic sector	%
Frequency of visits to exhibition	%	Industry, manufacturing sector	16
2010	46	Municipal supplying and disposal companies	32
2009	35	Private supplying and disposal companies and operators	8
Earlier events	37	Engineer's office, consultant, Other service	18
First visit	32	Trade	5
Average length of stay	1,6 days	Universities and polytechnics, science and research	2
Influence on purchasing/procurement decisions	%	Authority/public services	4
Decisively	44	Association	3
Collectively	21	Other sectors	-
In an advisory capacity	12	Student	11
No	14	Other not gainfully employed	1
Student	8	Size of company/organization:	%
Other not gainfully employed	1	Number of employees	
		1- 4	11
		5- 9	10
		10- 49	22
		50- 199	20
		200- 499	9
		500 - 999	5
		1 000 and more	11
		Student	11
		Other not gainfully employed	1
Area of responsibility	%		
Management	39		
Product development/design	15		
Research/development/design	5		
Manufacturing, production, quality control	33		
Buying/procurement	19		
Finance/accounting, controlling	4		
Information and communication technology	4		
Organisation, personnel, administration	5		
Sales	26		

Trade visitors' profile

Marketing, advertising, PR	14
Logistics: storage, material management, transport	6
Maintenance/repairs	7
Other area	5
Student	8
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	8
Other position	5
Student	8
Other not gainfully employed	1
Economic sector	%
Classical retail trade in fashion jewellery, watches and jewellery	28
Trend shop with lifestyle jewellery and watches	5
Other retail	4
Department store	2
Wholesale and foreign trade in fashion jewellery, watches and gemstones	7
Other wholesale trade	2
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	14
Watchmaker without retail outlet	2
Producer	4
Supplying company belonging to the sector	1
Designer	6
Gallery	2
Polytechnics	3
Other sectors	7
Student	8
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees	
1- 4	48
5- 9	16
10- 49	12
50- 199	7
200- 499	2
500 - 999	3
1 000 and more	4
Student	8
Other not gainfully employed	1

Conducted by: TNS Infratest, München

Visitors (number of entries)	136 402
Proportion of trade visitors	31%
Germany (total)	95
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	5
of which	
EU	53
Other European countries	32
Other countries	16
Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	22
more than 100 km up to 300 km	23
over 300 km	11
Country with the highest visitor share	%
Austria	26
Frequency of visits to trade fair	%
2011	32
2010	24
2009	21
2008	18
Earlier events	21
First visit	34
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	21
In an advisory capacity	18
No	21
Student	11
Other not gainfully employed	5

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Foreman, master craftsman	12
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	3
Trainee	13
Other position	2
Student	11
Other not gainfully employed	5
Economic sector	%
Skilled trades	47
Industry	7
Producer/manufacturer	2
Retail and wholesale trade	3
Horticulture and landscape gardening	3
Architect/interior designer	2
Florists	1
Service	7
Public authority	4
University/polytechnic	4
Health service	2
Other sectors	5
Student	11
Other not gainfully employed	5
Size of company/organization:	%
Number of employees	
1- 4	24
5- 9	14
10- 49	18
50- 199	9
200- 499	5
500 - 999	4
1 000 and more	10
Student	11
Other not gainfully employed	5

Private visitors' profile

Visitors (number of entries)	136 402
Proportion of private visitors	69%
Germany (total)	99
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	1
of which	
EU	70
Other countries	30
Distance to home	%
up to 50 km	63
more than 50 km up to 100 km	21
more than 100 km up to 300 km	13
over 300 km	3
Frequency of visits to trade fair	%
2011	39
2010	38
2009	30
2008	25
Earlier events	26
First visit	23
Sex	%
Male	44
Female	56
Size of household	%
1 person	15
2 persons	54
3 persons	12
4 persons	12
5 persons and more	7
Age	%
up to 20 years	4
over 20 up to 30 years	8
over 30 up to 40 years	9
over 40 up to 50 years	19
over 50 up to 60 years	22
over 60 up to 70 years	27
over 70 years	11

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	4
Lecturer, teacher	25
Trainee	3
Other position	2
Student	4
Housewife/man	8
Old-age pensioner	32
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	66
no	10
maybe	23
Follow-up business	%
Intend to buy at later date	
yes	27
no	25
maybe	49
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund

Chillventa

Trade visitors' profile

Visitors (number of entries)	32 810	Area of responsibility	
Proportion of trade visitors	96%	Management	17
Germany (total)	64	Research/development/design	11
of which		Manufacturing, production, quality control	27
Nielsen 1	6	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	3	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	12
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	2
Nielsen 3a	13	Maintenance/repairs	6
Hesse	6	Other area	4
Rhineland-Palatinate	5	Student	10
Saarland	2	Other not gainfully employed	1
Nielsen 3b	13		
Baden-Württemberg	13	Position in the company/organization	
Foreign (total)	36	Entrepreneur, co-owner, freelancer	21
of which		Managing director, board member, head of an authority etc.	7
EU	64	Area manager, works manager, plant manager, branch manager, head of public office	16
Other european countries	17	Department head, group head, team leader	19
North America	5	Other salaried staff, civil servant, skilled worker	17
South and Central America	5	Lecturer, teacher	1
South-, East-, Central Asia	4	Trainee	3
Other countries	6	Other position	3
Distance to home	%	Student	10
up to 50 km	5	Other not gainfully employed	1
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	36	Economic sector	%
over 300 km	51	Industry	59
Countries with the highest visitor shares	%	Trade	9
Czech Republic	10	Service	12
Switzerland	7	Hop and cereals business	5
Belgium	6	Other sectors	8
Italy	5	Student	10
Netherlands	5	Other not gainfully employed	1
Frequency of visits to trade fair	%	Size of company/organization:	
Previous event	45	Number of employees	%
Earlier events	52	1- 4	15
First visit	36	5- 9	10
Average length of stay	1,5 days	10- 49	17
Influence on purchasing/procurement decisions	%	50- 199	16
Decisively	28	200- 499	9
Collectively	31		
In an advisory capacity	20		
No	11		
Student	10		
Other not gainfully employed	1		
Conducted by:	Gelszus Messe-Markt-forschung GmbH, Dortmund		

Trade visitors' profile

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Area of responsibility	%
Management	19
Research/development/design	14
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	15
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	21
Other area	5
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	2
Trainee	6
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Specialist refrigeration company	48
Specialist air-conditioning company	11
Thermal pump specialists	2
Specialist sanitary, heating, air-conditioning	4
Electrical specialist firms	2
Facility management	2
Specialist trade	2
Plant operator	2
Manufacturers	13
Specialist planner (Technical building equipment)	3
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	12
5- 9	10
10- 49	28
50- 199	17
200- 499	10
500 - 999	5
1 000 and more	14
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	22 262
Proportion of trade visitors	98%
Germany (total)	73
of which	
Nielsen 1	5
Nielsen 4	40
Bremen	-
Bavaria	40
Hamburg	2
Nielsen 5+6	5
Lower Saxony	2
Berlin	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	7
Mecklenburg-	
North Rhine-Westph.	7
West Pommern	-
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	7
Nielsen 7	7
Rhineland-Palatinate	2
Saxony	4
Saarland	1
Thuringia	3
Nielsen 3b	27
Baden-Württemberg	27
Foreign (total)	27
of which	
EU	67
Other european countries	15
South-, East-, Central Asia	15
Other countries	3
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	4
more than 100 km up to 300 km	39
over 300 km	46
Countries with the highest visitor shares	%
Austria	14
Switzerland	9
India	7
Italy	6
Frequency of visits to trade fair	%
2011	30
2010	26
2009	20
2008	17
Earlier events	14
First visit	46
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	30
In an advisory capacity	21
No	9
Student	19
Other not gainfully employed	1

Area of responsibility	%
Management	7
Research/development/design	53
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	6
Organization, personnel, administration	-
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Student	19
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	2
Trainee	1
Other position	3
Student	19
Other not gainfully employed	1
Economic sector	%
Industry	51
Wholesale trade	3
Retail trade	1
Service	14
Public administration	1
Teaching, research	6
Other sectors	4
Student	19
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	5
10- 49	15
50- 199	14
200- 499	9
500 - 999	7
1 000 and more	21
Student	19
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	8 415
Proportion of trade visitors	100%
Germany (total)	78
of which	
Nielsen 1	2
Nielsen 4	41
Bremen	-
Bavaria	41
Hamburg	-
Nielsen 5+6	3
Lower Saxony	2
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pommern	-
Nielsen 3a	8
Saxony-Anhalt	1
Hesse	4
Nielsen 7	6
Rhineland-Palatinate	2
Saxony	4
Saarland	2
Thuringia	2
Nielsen 3b	29
Baden-Württemberg	29
Foreign (total)	22
of which	
EU	70
Other european countries	15
South-, East-, Central Asia	10
Other countries	5
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	38
over 300 km	39
Countries with the highest visitor shares	%
Austria	13
France	11
Italy	10
Frequency of visits to trade fair	%
2010	35
2008	29
2006	16
2004	9
Earlier events	7
First visit	50
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	37
In an advisory capacity	23
No	11
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	22
Manufacturing, production, quality control	23
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	5
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	2
Other position	1
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	81
Wholesale trade	2
Retail trade	1
Import/export	1
Service	8
Teaching, research	2
Other sectors	1
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	3
10- 49	11
50- 199	17
200- 499	17
500 - 999	11
1 000 and more	32
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

FachPack → Nürnberg

Trade visitors' profile

Visitors (number of entries)	36 986	Area of responsibility	%
Proportion of trade visitors	99%	Management	13
Germany (total)	84	Research/development/design	10
of which		Manufacturing, production, quality control	11
Nielsen 1	7 Nielsen 4	Buying/procurement	13
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	16
Nielsen 2	9 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	9 West Pomerania	Logistics: storage, material management, transport	19
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	2
Hesse	10 Nielsen 7	Other area	3
Rhineland-Palatinate	4 Saxony	Student	6
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	19		
Baden-Württemberg	19		
Foreign (total)	16	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	11
EU	66	Managing director, board member, head of an authority etc.	4
Other european countries	27	Area manager, works manager, plant manager, branch manager, head of public office	12
Other countries	6	Department head, group head, team leader	26
Distance to home	%	Other salaried staff, civil servant, skilled worker	26
up to 50 km	13	Lecturer, teacher	1
more than 50 km up to 100 km	11	Trainee	12
more than 100 km up to 300 km	38	Other position	2
over 300 km	38	Student	6
Countries with the highest visitor shares	%	Other not gainfully employed	1
Switzerland	20		
Austria	14	Economic sector	%
Netherlands	9	Industry	63
Frequency of visits to trade fair	%	Skilled trades	2
Previous event	30	Retail trade	2
Earlier events	32	Wholesale trade	10
First visit	49	Mail order	3
Average length of stay	1,2 days	Advertising business	1
Influence on purchasing/procurement decisions	%	Other service	6
Decisively	24	Organisation/association/society	1
Collectively	35	Public authority/administration	1
In an advisory capacity	21	Other sectors	5
No	14	Student	6
Student	6	Other not gainfully employed	1
Other not gainfully employed	1		
		Size of company/organization:	
		Number of employees	%
		1- 4	7
		5- 9	4
		10- 49	13
		50- 199	22
		200- 499	12
		500 - 999	9
		1 000 and more	26
		Student	6
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fensterbau/frontale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	*)	Area of responsibility	%
Proportion of trade visitors	94%	Management	28
Germany (total)	75	Research/development/design	6
of which		Manufacturing, production, quality control	22
Nielsen 1	6 Nielsen 4	Buying/procurement	6
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	15
Nielsen 2	9 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	9 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	4
Hesse	6 Nielsen 7	Other area	8
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	2
Nielsen 3b	19		
Baden-Württemberg	19		
Foreign (total)	25	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	36
EU	62	Managing director, board member, head of an authority etc.	7
Other european countries	21	Area manager, works manager, plant manager, branch manager, head of public office	10
South and Central America	5	Department head, group head, team leader	13
South-, East-, Central Asia	5	Other salaried staff, civil servant, skilled worker	21
Other countries	8	Lecturer, teacher	1
Distance to home	%	Trainee	5
up to 50 km	6	Other position	3
more than 50 km up to 100 km	7	Student	2
more than 100 km up to 300 km	41	Other not gainfully employed	2
over 300 km	46		
Countries with the highest visitor shares	%	Economic sector	%
Austria	13	Industry	25
Czech Republic	7	Skilled trades	50
Sweden	7	Retail trade/building materials trade	5
Italy	6	Wholesale/foreign trade	7
Russia	5	Architect	3
Frequency of visits to trade fair	%	Other service	4
2010	45	Authority/public services	1
2008	35	Teaching (polytechnic/university/college)	1
2006	29	Research	1
2004	22	Other sectors	1
Earlier events	16	Student	2
First visit	31	Other not gainfully employed	2
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%	Size of company/organization:	
Decisively	34	Number of employees	%
Collectively	28	1- 4	26
In an advisory capacity	21	5- 9	12
No	13	10- 49	24
Student	2	50- 199	18
Other not gainfully employed	2	200- 499	7
		500 - 999	3
		1 000 and more	7
		Student	2
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

*) individual number of visitors not available, combined with HOLZ-HANDWERK (98 973 visitors in total)

GaLaBau

Trade visitors' profile

Visitors (number of entries)	61 860	Area of responsibility	%
Proportion of trade visitors	90%	Management	28
Germany (total)	90	Research/development/design	6
of which		Manufacturing, production, quality control	22
Nielsen 1	9 Nielsen 4	Buying/procurement	6
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	7 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	15
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	4
Hesse	7 Nielsen 7	Other area	8
Rhineland-Palatinate	4 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	2
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)	10	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	36
EU	72	Managing director, board member, head of an authority etc.	7
Other european countries	20	Area manager, works manager, plant manager, branch manager, head of public office	10
Other countries	8	Department head, group head, team leader	13
Distance to home	%	Other salaried staff, civil servant, skilled worker	21
up to 50 km	8	Lecturer, teacher	1
more than 50 km up to 100 km	9	Trainee	5
more than 100 km up to 300 km	40	Other position	3
over 300 km	42	Student	2
Countries with the highest visitor shares	%	Other not gainfully employed	2
Austria	17		
Czech Republic	14	Economic sector	%
France	9	Industry	25
Italy	9	Skilled trades	50
Frequency of visits to trade fair	%	Retail trade/building materials trade	5
Previous event	40	Wholesale/foreign trade	7
Earlier events	40	Architect	3
First visit	40	Other service	4
Average length of stay	1,3 days	Authority/public services	1
Influence on purchasing/procurement decisions	%	Teaching (polytechnic/university/college)	1
Decisively	28	Research	1
Collectively	25	Other sectors	1
In an advisory capacity	19	Student	2
No	20	Other not gainfully employed	2
Student	6		
Other not gainfully employed	1		

Area of responsibility	%
Management	27
Research/development/design	2
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	9
Other area	22
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	1
Trainee	14
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Green area /outdoor area construction companies	37
Other construction companies	10
Architect	4
Specialist planner (Technical building equipment)	3
Leisure facility operators	1
Cemetery management and maintenance	2
Private sector clients	4
Specialist authorities, public sector clients	9
Golf course construction, maintenance and management	3
Suppliers of motorised equipment and agricultural machinery	5
Other sectors	13
Student	6
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4	22
5- 9	17
10- 49	30
50- 199	13
200- 499	5
500 - 999	3
1 000 and more	3
Student	6
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	*)
Proportion of trade visitors	90%
Germany (total)	86
of which	
Nielsen 1	3
Bremen	-
Hamburg	-
Lower Saxony	3
Schleswig-Holstein	-
Nielsen 2	6
North Rhine-Westph.	6
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	24
Baden-Württemberg	24
Foreign (total)	16
of which	
EU	66
Other European countries	27
Other countries	6
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	11
more than 100 km up to 300 km	38
over 300 km	38
Country with the highest visitor shares	%
Austria	13
Frequency of visits to trade fair	%
2010	47
2008	37
2006	26
2004	23
Earlier events	18
First visit	33
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	26
In an advisory capacity	18
No	14
Student	5
Other not gainfully employed	2

*) individual number of visitors not available, combined with fensterbau/frontale (98 973 visitors in total)

Area of responsibility	%
Management	26
Research/development/design	7
Manufacturing, production, quality control	29
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	9
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	5
Trainee	9
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Industry	17
Skilled trades	56
Retail trade/building materials trade	3
Wholesale/foreign trade	5
Architect	1
Other service	3
Authority/public services	4
Teaching (polytechnic/university/college)	2
Research	1
Other sectors	2
Student	5
Other not gainfully employed	2
Size of company/organization: Number of employees	%
1- 4	32
5- 9	14
10- 49	20
50- 199	12
200- 499	6
500 - 999	3
1 000 and more	7
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	45 537
Proportion of trade visitors	94%
Germany (total)	98
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	3
Hesse	2
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	24
Baden-Württemberg	24
Foreign (total)	2
of which	
EU	76
Other countries	24
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	20
more than 100 km up to 300 km	55
over 300 km	10
Country with the highest visitor share	%
Austria	37
Frequency of visits to trade fair	%
2010	49
2008	41
2006	29
2004	23
Earlier events	22
First visit	28
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	31
In an advisory capacity	20
No	17
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	23
Research/development/design	3
Manufacturing, production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	12
Other area	3
Field-assembly work, after-sales service	23
Planning/work preparation	9
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	1
Trainee	9
Other position	1
Foreman, master craftsman	9
Student	2
Other not gainfully employed	1
Economic sector	%
Skilled trades	62
Industry	7
Wholesale/foreign trade	12
Engineering, planning office, architects	6
Energy consulting	2
Housing industry	2
Service	5
University/polytechnic	1
Other sectors	2
Student	2
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4	33
5- 9	20
10- 49	20
50- 199	10
200- 499	6
500 - 999	2
1 000 and more	7
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Interzoo → Nürnberg

Trade visitors' profile

Visitors (number of entries)	36 792	Area of responsibility	%
Proportion of trade visitors	97%	Management	34
Germany (total)	49	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	9 Nielsen 4	Buying/procurement	11
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	6 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	32
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	16 Saxony-Anhalt	Maintenance/repairs	1
Hesse	10 Nielsen 7	Other area	5
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	13		
Baden-Württemberg	13	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	53
		Managing director, board member, head of an authority etc.	10
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	11
		Other salaried staff, civil servant, skilled worker	9
		Lecturer, teacher	1
		Trainee	2
		Other position	2
		Student	2
		Other not gainfully employed	1
		Economic sector	%
		Industry	10
		Skilled trades	5
		Retail trade	44
		Wholesale/foreign trade	25
		Service	9
		Authority/public services	1
		Teaching (polytechnic/university/college)	1
		Research	1
		Other sectors	3
		Student	2
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	42
		5- 9	17
		10- 49	21
		50- 199	8
		200- 499	4
		500 - 999	1
		1 000 and more	6
		Student	2
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	5		
more than 50 km up to 100 km	4		
more than 100 km up to 300 km	24		
over 300 km	67		
Countries with the highest visitor shares	%		
France	7		
Italy	7		
Czech Republic	5		
Netherlands	5		
Russia	4		
Frequency of visits to trade fair	%		
2010	43		
2008	34		
2006	25		
2004	19		
Earlier events	15		
First visit	36		
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	54		
Collectively	24		
In an advisory capacity	15		
No	4		
Student	2		
Other not gainfully employed	1		

it-sa → Nürnberg

Trade visitors' profile

Visitors (number of entries)	6 308	Area of responsibility	%
Proportion of trade visitors	98%	Management	7
Germany (total)	93	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	2 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	54
Lower Saxony	1 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	1 Brandenburg	Sales	7
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	7 Saxony-Anhalt	Maintenance/repairs	2
Hesse	5 Nielsen 7	Other area	8
Rhineland-Palatinate	2 Saxony	Student	11
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	12		
Baden-Württemberg	12	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	3
		Area manager, works manager, plant manager, branch manager, head of public office	6
		Department head, group head, team leader	25
		Other salaried staff, civil servant, skilled worker	36
		Lecturer, teacher	2
		Trainee	7
		Other position	2
		Student	11
		Other not gainfully employed	1
		Economic sector	%
		Industry	16
		Skilled trades	2
		Retail trade	3
		Police	2
		Public authority	11
		Banks, saving banks	3
		Insurance	2
		Engineer's consultant's office	2
		Information services	21
		Telecommunication	5
		Management consultancy	3
		Health service	3
		Education and schools	5
		Research	1
		Public institutions	2
		Other sectors	9
		Student	11
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	8
		5- 9	4
		10- 49	9
		50- 199	15
		200- 499	11
		500 - 999	8
		1 000 and more	34
		Student	11
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	27		
more than 50 km up to 100 km	11		
more than 100 km up to 300 km	39		
over 300 km	23		
Frequency of visits to trade fair	%		
Previous event	30		
Earlier events	28		
First visit	58		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	20		
Collectively	28		
In an advisory capacity	28		
No	14		
Student	11		
Other not gainfully employed	1		

mailingtage

Trade visitors' profile

Visitors (number of entries)	7 297	Area of responsibility	%
Proportion of trade visitors	100%	Management	7
Germany (total)	96	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	6 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	54
Lower Saxony	3 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	- Brandenburg	Sales	7
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	2
Hesse	6 Nielsen 7	Other area	8
Rhineland-Palatinate	3 Saxony	Student	11
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	18		
Baden-Württemberg	18	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	3
		Area manager, works manager, plant manager, branch manager, head of public office	6
		Department head, group head, team leader	25
		Other salaried staff, civil servant, skilled worker	36
		Lecturer, teacher	2
		Trainee	7
		Other position	2
		Student	11
		Other not gainfully employed	1
		Economic sector	%
		Industry	16
		Skilled trades	2
		Retail trade	3
		Police	2
		Public authority	11
		Banks, saving banks	3
		Insurance	2
		Engineer's consultant's office	2
		Information services	21
		Telecommunication	5
		Management consultancy	3
		Health service	3
		Education and schools	5
		Research	1
		Public institutions	2
		Other sectors	9
		Student	11
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	8
		5- 9	4
		10- 49	9
		50- 199	15
		200- 499	11
		500 - 999	8
		1 000 and more	34
		Student	11
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	21		
more than 50 km up to 100 km	11		
more than 100 km up to 300 km	39		
over 300 km	29		
Frequency of visits to trade fair	%		
2011	30		
2010	26		
2009	19		
2008	16		
Earlier events	8		
First visit	47		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	27		
Collectively	41		
In an advisory capacity	19		
No	10		
Student	3		
Other not gainfully employed	1		

Area of responsibility	%
Management	15
Research/development/design	1
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	16
Marketing, advertising, PR	48
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	-
Trainee	3
Other position	1
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	16
Trade	15
Media, press, publishing	20
Service	36
Public administration	1
Other sectors	9
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	14
5- 9	7
10- 49	19
50- 199	17
200- 499	14
500 - 999	7
1 000 and more	20
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	8 228
Proportion of trade visitors	99%
Germany (total)	78
of which	
Nielsen 1	5
Nielsen 4	44
Bremen	-
Bavaria	44
Hamburg	-
Nielsen 5+6	3
Lower Saxony	4
Berlin	2
Schleswig-Holstein	-
Brandenburg	1
Nielsen 2	9
Mecklenburg-	
North Rhine-Westph.	9
West Pomerania	-
Nielsen 3a	10
Saxony-Anhalt	-
Hesse	7
Nielsen 7	8
Rhineland-Palatinate	1
Saxony	4
Saarland	1
Thuringia	4
Nielsen 3b	22
Baden-Württemberg	22
Foreign (total)	22
of which	
EU	56
Other european countries	21
South-, East-, Central Asia	14
Other countries	9
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	41
over 300 km	40
Countries with the highest visitor shares	%
Italy	7
Switzerland	7
Frequency of visits to trade fair	%
2011	26
2010	22
2009	19
2008	14
Earlier events	12
First visit	52
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	41
In an advisory capacity	22
No	6
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	8
Research/development/design	53
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	4
Student	10
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	4
Trainee	1
Other position	2
Student	10
Other not gainfully employed	2
Economic sector	%
Industry	64
Wholesale trade	2
Import/export	1
Service	7
Public administration	1
Teaching, research	12
Other sectors	2
Student	10
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	4
10- 49	15
50- 199	11
200- 499	10
500 - 999	8
1 000 and more	35
Student	10
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	76 055
Proportion of trade visitors	79%
Germany (total)	61
of which	
Nielsen 1	5
Nielsen 4	53
Bremen	-
Bavaria	53
Hamburg	1
Nielsen 5+6	5
Lower Saxony	3
Berlin	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	6
Mecklenburg-	
North Rhine-Westph.	6
West Pomerania	-
Nielsen 3a	9
Saxony-Anhalt	1
Hesse	6
Nielsen 7	6
Rhineland-Palatinate	3
Saxony	4
Saarland	-
Thuringia	3
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)	39
of which	
EU	62
Other european countries	13
Africa	4
North America	3
South and Central America	3
Middle East	9
South-, East-, Central Asia	2
Australia	4
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	29
over 300 km	51
Countries with the highest visitor shares	%
Netherlands	8
Austria	6
Czech Republic	6
Switzerland	6
Italy	5
Frequency of visits to trade fair	%
2011	43
2010	38
2009	32
2008	27
Earlier events	27
First visit	30
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	47
Collectively	27
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	28
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	6
Student	3
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2
Economic sector	%
Wholesale/foreign trade	15
Retail trade/specialist trade	43
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	3
Industry	8
Authority/public services	4
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	45
5- 9	14
10- 49	15
50- 199	9
200- 499	3
500 - 999	3
1 000 and more	9
Student	3
Other not gainfully employed	2
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

I.L.M. Summer Styles (2011) → Offenbach

Trade visitors' profile

Visitors (number of entries)	5 718	Area of responsibility	%
Proportion of trade visitors	99%	Management	64
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	5
Nielsen 1	10	Buying/procurement	19
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	24
Nielsen 2	15	Marketing, advertising, PR	18
North Rhine-Westph.	15	Logistics: storage, material management, transport	-
Nielsen 3a	35	Maintenance/repairs	-
Hesse	26	Other area	2
Rhineland-Palatinate	7	Position in the company/organisation	%
Saarland	2	Entrepreneur, co-owner, freelancer	59
Nielsen 3b	19	Managing director, board member, head of an authority etc.	13
Baden-Württemberg	19	Area manager, works manager, plant manager, branch manager, head of public office	4
Foreign (total)	20	Department head, group head, team leader	7
of which		Other salaried staff, civil servant, skilled worker	13
EU	80	Lecturer, teacher	-
Other countries	20	Trainee	-
Distance to home	%	Other position	2
up to 50 km	17	Student	1
more than 50 km up to 100 km	6	Other not gainfully employed	1
more than 100 km up to 300 km	32	Economic sector	%
over 300 km	45	Retail trade	68
Countries with the highest visitor shares	%	Wholesale trade	11
Austria	23	Importer	4
Netherlands	21	Commercial agent	3
Belgium	11	Department store	2
Frequency of visits to exhibition	%	Mail order	2
Previous event	48	Manufacturers	6
Earlier events	32	Other sectors	9
First visit	20	Size of company/organisation:	%
Average length of stay	1,6 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4 40 200 - 499	2
Decisively	65	5- 9 19 500 - 999	1
Collectively	20	10- 49 22 1 000 and more	3
In an advisory capacity	9	50- 199 11	
No	6	Conducted by: UAF-Marketing, Liederbach	

Badische Weinmesse → Offenburg

Private visitors' profile

Visitors (number of entries)	4 477	Position in the company/organization	%
Proportion of private visitors	86%	Entrepreneur, co-owner, freelancer	8
Germany (total)	97	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	5
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Other position	8
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Housewife/man	-
Nielsen 3a	3	Old-age pensioner	11
Hesse	1	Other not gainfully employed	2
Rhineland-Palatinate	2	Buying and ordering capacity	N/A
Saarland	-	Follow-up business	%
Nielsen 3b	95	Intend to buy at later date	
Baden-Württemberg	95	yes	52
Foreign (total)	3	no	10
Distance to home	%	maybe	38
up to 50 km	62	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	18		
over 300 km	2		
Frequency of visits to trade fair	%		
Previous event	24		
Earlier events	37		
First visit	38		
Sex	%		
Male	61		
Female	39		
Size of household	%		
1 person	13		
2 persons	41		
3 persons	14		
4 persons	22		
5 persons and more	10		
Age	%		
up to 20 years	4		
over 20 up to 30 years	23		
over 30 up to 40 years	16		
over 40 up to 50 years	21		
over 50 up to 60 years	19		
over 60 up to 70 years	14		
over 70 years	2		

OBERRRHEIN MESSE (2011)

Private visitors' profile

Visitors (number of entries)	62 532	Position in the company/organization	%
Proportion of private visitors	96%	Entrepreneur, co-owner, freelancer	8
Germany (total)	92	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	5
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Other position	8
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Housewife/man	-
Nielsen 3a	-	Old-age pensioner	11
Hesse	-	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	N/A
Saarland	-	Follow-up business	%
Nielsen 3b	98	Intend to buy at later date	
Baden-Württemberg	98	yes	52
Foreign (total)	8	no	10
of which		maybe	38
EU	96	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
Other countries	4		
Country with the highest visitor share	%		
France	96		
Distance to home	%		
up to 50 km	87		
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	1		
over 300 km	2		
Frequency of visits to exhibition	%		
2010	59		
2009	56		
2008	49		
2007	42		
Earlier events	46		
First visit	6		
Sex	%		
Male	46		
Female	54		
Size of household	%		
1 person	8		
2 persons	43		
3 persons	20		
4 persons	19		
5 persons and more	10		

Age	%
up to 20 years	8
over 20 up to 30 years	16
over 30 up to 40 years	12
over 40 up to 50 years	22
over 50 up to 60 years	22
over 60 up to 70 years	14
over 70 years	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	3
Other position	6
Student	8
Housewife/man	8
Old-age pensioner	19
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	78
no	6
maybe	16
Follow-up business	%
Intend to buy at later date	
yes	27
no	25
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	88 183	Area of responsibility	%
Proportion of trade visitors	98%	Management	11
Germany (total)	88	Research/development/design	19
of which		Manufacturing, production, quality control	34
Nielsen 1	1 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Organization, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	10
Nielsen 2	4 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	4 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	7 Saxony-Anhalt	Maintenance/repairs	5
Hesse	4 Nielsen 7	Other area	5
Rhineland-Palatinate	3 Saxony	Student	7
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	73	Position in the company/organization	%
Baden-Württemberg	73	Entrepreneur, co-owner, freelancer	11
Foreign (total)	12	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	51	Department head, group head, team leader	19
Other european countries	27	Foreman, master craftsman	6
South-, East-, Central Asia	15	Other salaried staff, civil servant, skilled worker	28
Other countries	7	Lecturer, teacher	2
Distance to home	%	Trainee	9
up to 50 km	31	Other position	2
more than 50 km up to 100 km	22	Student	7
more than 100 km up to 300 km	29	Other not gainfully employed	1
over 300 km	18	Economic sector	%
Countries with the highest visitor shares	%	Industry	75
Switzerland	17	Skilled trades	11
Austria	11	Service	6
France	7	Trade	4
Italy	6	Training/consulting	2
Japan	4	University, polytechnic, vocational school	6
Frequency of visits to trade fair	%	Other	3
Previous event	43	Size of company/organization:	
Earlier events	18	Number of employees	%
First visit	40	1- 4	7
Average length of stay	1,2 days	5- 9	5
Influence on purchasing/procurement decisions	%	10- 49	17
Decisively	18	50- 199	19
Collectively	30	200- 499	13
In an advisory capacity	22	Student	7
No	22	Other not gainfully employed	1
Student	7	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Other not gainfully employed	1		

Private visitors' profile

Visitors (number of entries)	224 327	Position in the company/organization	%
Proportion of private visitors	90%	Entrepreneur, co-owner, freelancer	9
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	9
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	32
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	5
Nielsen 2	- Mecklenburg-	Student	4
North Rhine-Westph.	- West Pomerania	Old-age pensioner	27
Nielsen 3a	3 Saxony-Anhalt	Housewife/man	4
Hesse	1 Nielsen 7	Other not gainfully employed	2
Rhineland-Palatinate	2 Saxony	Buying and ordering capacity	%
Saarland	- Thuringia	Purchase or order made or intended at the exhibition	
Nielsen 3b	92	yes	39
Baden-Württemberg	92	no	32
Foreign (total)	1	maybe	29
of which		Follow-up business	%
EU	32	Intend to buy at later date	
Other european countries	68	yes	38
Country with the highest visitor share	%	no	16
Switzerland	64	maybe	46
Distance to home	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
up to 50 km	59		
more than 50 km up to 100 km	25		
more than 100 km up to 300 km	13		
over 300 km	2	Frequency of visits to trade fair	%
Frequency of visits to trade fair	%	Previous event	40
Previous event	40	Earlier events	52
Earlier events	52	First visit	25
First visit	25	Sex	%
Sex	%	Male	51
Male	51	Female	49
Female	49	Size of household	%
Size of household	%	1 person	12
1 person	12	2 persons	54
2 persons	54	3 persons	14
3 persons	14	4 persons	15
4 persons	15	5 persons and more	5
5 persons and more	5	Age	%
Age	%	up to 20 years	5
up to 20 years	5	over 20 up to 30 years	8
over 20 up to 30 years	8	over 30 up to 40 years	9
over 30 up to 40 years	9	over 40 up to 50 years	23
over 40 up to 50 years	23	over 50 up to 60 years	24
over 50 up to 60 years	24	over 60 up to 70 years	23
over 60 up to 70 years	23	over 70 years	7
over 70 years	7		

DACH+HOLZ International → Stuttgart

Trade visitors' profile

Visitors (number of entries)	55 633	Area of responsibility	%
Proportion of trade visitors	97%	Management	38
Germany (total)	92	Research/development/design	4
of which		Manufacturing, production, quality control	18
Nielsen 1	4	Buying/procurement	5
Hamburg	-	Finance/accounting, controlling	1
Bremen	-	Information and communication technology	1
Lower Saxony	3	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	6	Marketing, advertising, PR	1
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	17	Maintenance/repairs	6
Hesse	8	Other area	12
Rhineland-Palatinate	7	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	43		
Baden-Württemberg	43	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	37
Foreign (total)	8	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	68	Department head, group head, team leader	8
Other European countries	22	Foreman, master craftsman	12
Other countries	10	Other salaried staff, civil servant, skilled worker	20
Distance to home	%	Lecturer, teacher	2
up to 50 km	15	Trainee	8
more than 50 km up to 100 km	16	Student	2
more than 100 km up to 300 km	40	Other not gainfully employed	1
over 300 km	29		
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	12	Industry	7
Austria	11	Skilled trades	72
Frequency of visits to trade fair	%	Retail trade/building materials trade	4
Cologne 2010	27	Wholesale/foreign trade	6
Stuttgart 2008	37	Architect	4
First visit	48	Other service	2
Average length of stay	1,3 days	Authority/public services	1
Influence on purchasing/procurement decisions	%	Teaching (polytechnic/university/college)	1
Decisively	33	Research	1
Collectively	32	Other sectors	1
In an advisory capacity	20	Student	2
No	13	Other not gainfully employed	1
Student	2		
Other not gainfully employed	1	Size of company/organization:	
		Number of employees	%
		1- 4	31
		5- 9	25
		10- 49	26
		50- 199	7
		200- 499	3
		500 - 999	2
		1 000 and more	4
		Student	2
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FACHDENTAL Südwest → Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 092	Position in the company/organization	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	35
Germany (total)	98	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	1	Department head, group head, team leader	8
Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	11
Schleswig-Holstein	-	Other position	4
Nielsen 2	1	Student	4
North Rhine-Westph.	1	Other not gainfully employed	1
Nielsen 3a	4		
Hesse	-	Economic sector	%
Rhineland-Palatinate	-	Dentist's practice, - clinic	70
Saarland	-	Orthodontics	12
Nielsen 3b	88	Oral and maxillofacial surgery	4
Baden-Württemberg	88	Dental technology laboratory	14
		Dental trade	4
Foreign (total)	2	University, polytechnic, vocational school	3
		Other	5
Distance to home	%	Size of company/organization:	%
up to 50 km	45	Number of employees	%
more than 50 km up to 100 km	25	1- 4	25
more than 100 km up to 300 km	25	5- 9	39
over 300 km	5	10- 49	23
Frequency of visits to trade fair	%	50- 199	3
Previous event	41	200- 499	1
Earlier events	54	500 - 999	1
First visit	24	1 000 and more	2
Average length of stay	1,1 days	Student	4
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	30		
Collectively	35	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
In an advisory capacity	20		
No	9		
Student	4		

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	81
more than 50 km up to 100 km	14
more than 100 km up to 300 km	4
over 300 km	1
Total Germany	100
Baden-Württemberg	97
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Position in the company/organisation	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	37
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Housewife/man	8
Old-age pensioner	25
Student	4
Other not gainfully employed	1
Frequency of visits to exhibition	%
2009	53
2008	42
Earlier events	44
First visit	20

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

Fossil Exchange (2010) ➔ Stuttgart

Additional data private visitors

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

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

interbad ➔ Stuttgart

Trade visitors' profile

Visitors (number of entries)	15 423	Position in the company/organization	%
Proportion of trade visitors	93%	Entrepreneur, co-owner, freelancer	23
Germany (total)	72	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	18
Nielsen 1	7	Department head, group head, team leader	14
Bremen	-	Other salaried staff, civil servant, skilled worker	22
Hamburg	1	Lecturer, teacher	1
Lower Saxony	5	Trainee	3
Schleswig-Holstein	1	Other position	2
Nielsen 2	3	Student	3
North Rhine-Westph.	3	Other not gainfully employed	2
Nielsen 3a	14	Economic sector	%
Hesse	8	Industry	22
Rhineland-Palatinate	6	Skilled trades	12
Saarland	-	Trade companies	13
Nielsen 3b	47	Municipality, public service	33
Baden-Württemberg	47	Training/consulting	2
Foreign (total)	28	Other service	19
of which		University, polytechnic, vocational school	2
EU	71	Other	6
Other European countries	23	Size of company/organization:	
Other countries	6	Number of employees	%
Distance to home	%	1- 4 21	500 - 999 2
up to 50 km	14	5- 9 16	1 000 and more 5
more than 50 km up to 100 km	13	10- 49 27	Student 3
more than 100 km up to 300 km	32	50- 199 16	Other not gainfully employed 2
over 300 km	41	200- 499 7	
Countries with the highest visitor shares	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Switzerland	13		
Austria	10		
France	9		
Italy	8		
Czech Republic	5		
Frequency of visits to trade fair	%		
Previous event	33		
Earlier events	34		
First visit	44		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	30		
Collectively	34		
In an advisory capacity	23		
No	9		
Student	3		
Other not gainfully employed	2		

INTERGASTRA ➔ Stuttgart

Trade visitors' profile

Visitors (number of entries)	85 782	Area of responsibility	%
Proportion of trade visitors	94%	Management	27
Germany (total)	99	Research/development/design	-
of which		Manufacturing, production, quality control	-
Nielsen 1	-	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Organization, personnel, administration	7
Schleswig-Holstein	-	Sales	-
Nielsen 2	1	Marketing, advertising, PR	-
North Rhine-Westph.	1	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	-
Hesse	3	Other area	11
Rhineland-Palatinate	4	Sales and marketing, customer relationship management, banquets	3
Saarland	1	reception	3
Nielsen 3b	76	Food & beverage management, purchasing	3
Baden-Württemberg	76	Kitchen	25
Foreign (total)	1	Pâtisserie, confectionery	2
Distance to home	%	Service, restaurant	13
up to 50 km	38	Student	4
more than 50 km up to 100 km	25	Other not gainfully employed	1
more than 100 km up to 300 km	32	Position in the company/organization	%
over 300 km	6	Entrepreneur, co-owner, freelancer	33
Frequency of visits to trade fair	%	Managing director, board member, head of an authority etc.	6
Previous event	38	Area manager, works manager, plant manager, branch manager, head of public office	7
Earlier events	40	Department head, group head, team leader	13
First visit	37	Other salaried staff, civil servant, skilled worker	19
Average length of stay	1,1 days	Lecturer, teacher	2
Influence on purchasing/procurement decisions	%	Trainee	12
Decisively	27	Other position	3
Collectively	31	Student	4
In an advisory capacity	21	Other not gainfully employed	1
No	16	Economic sector	%
Student	4	Hotel, guest houses	22
Other not gainfully employed	1	Catering, restaurant	50
		Franchise restaurant	5
		Canteens, cafeteria operators, home and hospital caterers	11
		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	2
		Food, drinks trade, trade chain	7
		Colleges, universities, institutes	5
		Other sectors	9
		Size of company/organization:	%
		Number of employees	%
		1- 4 23	500 - 999 2
		5- 9 18	1 000 and more 6
		10- 49 27	Student 4
		50- 199 15	Other not gainfully employed 1
		200- 499 5	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

INVEST → Stuttgart

IT & Business / DMS EXPO

Trade visitors' profile

Visitors (number of entries)	14 106	Position in the company/organization	%
Proportion of trade visitors	33%	Entrepreneur, co-owner, freelancer	33
Germany (total)	95	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	4	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	22
Hamburg	-	Lecturer, teacher	5
Lower Saxony	-	Trainee	8
Schleswig-Holstein	-	Other position	2
Nielsen 2	4	Student	11
North Rhine-Westph.	4		
Nielsen 3a	9	Economic sector	%
Hesse	5	Financial services	36
Rhineland-Palatinate	4	Bank	29
Saarland	-	Other service	11
Nielsen 3b	68	University, polytechnic, vocational school	10
Baden-Württemberg	68	Trade	7
Foreign (total)	5	Insurance	6
Distance to home	%	Training/consulting	5
up to 50 km	39	Industry	4
more than 50 km up to 100 km	22	Specialist media	4
more than 100 km up to 300 km	23	Public authority	3
over 300 km	16	Other	5
Frequency of visits to trade fair	%	Size of company/organization:	%
Previous event	39	Number of employees	
Earlier events	42	1- 4 24	200 - 499 9
First visit	42	5- 9 7	500 - 999 3
Average length of stay	1,2 days	10- 49 12	1 000 and more 22
Influence on purchasing/procurement decisions	%	50- 199 11	Student 11
Decisively	29		
Collectively	21		
In an advisory capacity	18		
No	20		
Student	11		

Private visitors' profile

Visitors (number of entries)	14 106	Position in the company/organization	%
Proportion of private visitors	67%	Entrepreneur, co-owner, freelancer	15
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	2	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	4
Nielsen 2	2	Student	7
North Rhine-Westph.	2	Housewife/man	2
Nielsen 3a	5	Old-age pensioner	20
Hesse	-	Other not gainfully employed	6
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	79	Purchase or order made or intended at the exhibition	38
Baden-Württemberg	79	yes	23
Foreign (total)	1	no	39
Distance to home	%	maybe	
up to 50 km	52	Follow-up business	%
more than 50 km up to 100 km	17	Intend to buy at later date	
more than 100 km up to 300 km	21	yes	43
over 300 km	9	no	13
Frequency of visits to trade fair	%	maybe	44
Previous event	48	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Earlier events	61		
First visit	21		
Sex	%		
Male	84		
Female	16		
Size of household	%		
1 person	29		
2 persons	37		
3 persons	15		
4 persons	13		
5 persons and more	6		
Age	%		
up to 20 years	5		
over 20 up to 30 years	8		
over 30 up to 40 years	14		
over 40 up to 50 years	24		
over 50 up to 60 years	21		
over 60 up to 70 years	20		
over 70 years	8		

Trade visitors' profile

Visitors (number of entries)	8 431	Position in the company/organization	%
Proportion of trade visitors	100%	Entrepreneur, co-owner, freelancer	15
Germany (total)	94	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	3	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	1	Lecturer, teacher	2
Lower Saxony	1	Trainee	1
Schleswig-Holstein	1	Other position	4
Nielsen 2	6	Student	7
North Rhine-Westph.	6	Housewife/man	2
Nielsen 3a	9	Old-age pensioner	20
Hesse	4	Other not gainfully employed	6
Rhineland-Palatinate	4		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	68	Purchase or order made or intended at the exhibition	38
Baden-Württemberg	68	yes	23
Foreign (total)	6	no	39
of which		maybe	
EU	54	Follow-up business	%
Other european countries	34	Intend to buy at later date	
Other countries	12	yes	43
Distance to home	%	no	13
up to 50 km	41	maybe	44
more than 50 km up to 100 km	17	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
more than 100 km up to 300 km	26		
over 300 km	16		
Countries with the highest visitor shares	%		
Switzerland	26		
Austria	23		
Frequency of visits to trade fair	%		
Previous event	28		
Earlier events	25		
First visit	57		
Average length of stay	1,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	38		
In an advisory capacity	22		
No	10		
Student	8		
Other not gainfully employed	1		

Area of responsibility	%
Management	18
Research/development/design	4
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	4
Information and communication technology	36
Organization, personnel, administration	2
Sales	12
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	8
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	5
Other position	2
Student	8
Other not gainfully employed	1
Economic sector	%
Industry	25
Trade	10
Skilled trades	2
Service	44
Training/consulting	11
Authority/public services	6
University, polytechnic, vocational school	9
Other	9
Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	7
10- 49	18
50- 199	20
200- 499	11
500 - 999	6
1 000 and more	19
Student	8
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	5 293
Proportion of trade visitors	100%
Germany (total)	78
of which	
Nielsen 1	4
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	52
Baden-Württemberg	52
Foreign (total)	22
of which	
EU	55
Other european countries	28
South-, East-, Central Asia	9
Other countries	8
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	33
over 300 km	33
Countries with the highest visitor shares	%
Switzerland	26
Austria	11
Frequency of visits to trade fair	%
Previous event	9
Earlier events	14
First visit	80
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	35
In an advisory capacity	23
No	8
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	38
Manufacturing, production, quality control	18
Buying/procurement	2
Information and communication technology	-
Organization, personnel, administration	-
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	1
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	75
Trade	7
Service	11
Training/consulting	2
University, polytechnic, vocational school	13
Other sectors	3
Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	4
10- 49	14
50- 199	16
200- 499	11
500 - 999	7
1 000 and more	27
Student	9
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	29 069
Proportion of trade visitors	99%
Germany (total)	91
of which	
Nielsen 1	4
Bremen	-
Hamburg	-
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	8
Hesse	3
Rhineland-Palatinate	5
Saarland	-
Nielsen 3b	57
Baden-Württemberg	57
Foreign (total)	9
of which	
EU	56
Other european countries	38
Other countries	6
Distance to home	%
up to 50 km	27
more than 50 km up to 100 km	19
more than 100 km up to 300 km	28
over 300 km	26
Countries with the highest visitor shares	%
Austria	27
Switzerland	27
Frequency of visits to trade fair	%
Previous event	26
Earlier events	27
First visit	59
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	14
Collectively	29
In an advisory capacity	32
No	15
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	10
Research/development/design	4
Manufacturing, production, quality control	7
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management, transport	38
Maintenance/repairs	3
Other area	5
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	3
Trainee	12
Other position	3
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	49
Wholesale trade	12
Retail trade	4
Skilled trades	2
Freight forwarders, transport companies	6
Banks, insurance companies	1
Other service	9
Public authority	1
University/college/polytechnic	1
Other sectors	6
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	3
5- 9	2
10- 49	11
50- 199	17
200- 499	13
500 - 999	12
1 000 and more	32
Student	9
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

MEDIZIN → Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 609	Position in the company/organization	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	39
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	27
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	7
Schleswig-Holstein	-	Other position	5
Nielsen 2	1	Student	5
North Rhine-Westph.	1	Other not gainfully employed	2
Nielsen 3a	4		
Hesse	-	Economic sector	%
Rhineland-Palatinate	-	Practice	61
Saarland	-	Hospital/clinic	17
Nielsen 3b	87	Medical care centre	2
Baden-Württemberg	87	Rehabilitation facilities	3
		Nursing home	1
		Medical laboratory/institute	1
		Emergency services organizations	3
		Association	1
		Industry	3
		Trade	2
		Service	5
		Public authorities/Health service	3
		Training/consulting	2
		University, polytechnic, vocational school	7
		Other sectors	6
		Size of company/organization:	%
		Number of employees	
		1- 4	32
		5- 9	25
		10- 49	13
		50- 199	8
		200- 499	5
		500 - 999	2
		1 000 and more	8
		Student	5
		Other not gainfully employed	2
		Average length of stay	1,3 days
		Influence on purchasing/procurement decisions	%
		Decisively	31
		Collectively	25
		In an advisory capacity	21
		No	17
		Student	5
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

O&S (2010) → Stuttgart

Basic data trade visitors

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	26
over 300 km	40
Total Germany	79
Baden-Württemberg	50
Bavaria	18
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	3
North Rhine-Westphalia	11
Rhineland-Palatinate	3
Saarland	1
Saxony	4
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2
Total Foreign	21
of which	
EU	49
Rest of Europe	34
South and Central America	10
other countries	8
The two countries with the highest visitor shares	%
Switzerland	25
Austria	14
Position in the company/organisation	%
Entrepreneur, partner, self-employed	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	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	5
Frequency of visits to exhibition	%
2008	26
First visit	74

Additional data trade visitors

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

PFLEGE & REHA

Trade visitors' profile

Visitors (number of entries)	6 561
Proportion of trade visitors	99%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	3
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	92
Baden-Württemberg	92
Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	27
more than 100 km up to 300 km	19
over 300 km	3
Frequency of visits to trade fair	%
Previous event	30
Earlier events	35
First visit	48
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	12
Collectively	29
In an advisory capacity	31
No	20
Student	6
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	7
Trainee	8
Other position	7
Student	6
Other not gainfully employed	1

Economic sector	%
Old peoples' and nursing home	46
Outpatient care, social care facilities	18
Architects'/planning office	1
Public authority	2
Hospital/clinic	14
Practice	2
Rehabilitation centre	2
Medical supplies retailer	1
Old people's facility	4
University, polytechnic, vocational school	10
Other sectors	16

Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	5
10- 49	25
50- 199	31
200- 499	10
500 - 999	7
1 000 and more	9
Student	6
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	58 080
Proportion of trade visitors	98%
Germany (total)	50
of which	
Nielsen 1	6
Bremen	1
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	13
Hesse	6
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	41
Baden-Württemberg	41

Foreign (total)	50
of which	
EU	78
Other european countries	7
Africa	1
North America	3
South and Central America	3
Middle East	2
South-, East-, Central Asia	5
Australia	2

Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	62

Countries with the highest visitor shares	%
France	10
Switzerland	7
Italy	6
Netherlands	5
Spain	5

Frequency of visits to trade fair	%
Previous event	43
Earlier events	33
First visit	39

Average length of stay	2,0 days
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Influence on purchasing/procurement decisions	%
Decisively	44
Collectively	27
In an advisory capacity	17
No	10
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	45
Research/development/design	8
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	3
Student	1
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	3
Other position	2
Student	1
Other not gainfully employed	1

Economic sector	%
Industry	45
Skilled trades	38
Service	9
Trade	20
Training/consulting	2
Public authority/administration	1
University, polytechnic, vocational school	1
Other sectors	3

Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	17
10- 49	27
50- 199	16
200- 499	6
500 - 999	2
1 000 and more	7
Student	1
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	60 416
Proportion of private visitors	73%
Germany (total)	95
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	6
Hesse	3
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	80
Baden-Württemberg	80

Foreign (total)	5
of which	
EU	58
Other european countries	40
Other countries	2

Countries with the highest visitor shares	%
Switzerland	35
Austria	26

Distance to home	%
up to 50 km	50
more than 50 km up to 100 km	20
more than 100 km up to 300 km	24
over 300 km	6

Frequency of visits to trade fair	%
Previous event	40
Earlier events	49
First visit	31

Sex	%
Male	83
Female	17

Size of household	%
1 person	18
2 persons	44
3 persons	15
4 persons	16
5 persons and more	7

Age	%
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	12
over 40 up to 50 years	28
over 50 up to 60 years	24
over 60 up to 70 years	12
over 70 years	5

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	1
Trainee	3
Other position	4
Student	6
Housewife/man	1
Old-age pensioner	14
Other not gainfully employed	3

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	26
maybe	26

Follow-up business	%
Intend to buy at later date	
yes	24
no	28
maybe	48

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SÜFFA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	8 107	Area of responsibility	%
Proportion of trade visitors	97%	Management	28
Germany (total)	96	Research/development/design	2
of which		Manufacturing, production, quality control	24
Nielsen 1	2	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Organization, personnel, administration	2
Schleswig-Holstein	-	Sales	25
Nielsen 2	2	Marketing, advertising, PR	1
North Rhine-Westph.	2	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	-
Hesse	4	Other area	8
Rhineland-Palatinate	8	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	65		
Baden-Württemberg	65		
Foreign (total)	4	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	33
EU	40	Managing director, board member, head of an authority etc.	7
Other european countries	48	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	12	Department head, group head, team leader	7
		Foreman, master craftsman	9
Distance to home	%	Other salaried staff, civil servant, skilled worker	18
up to 50 km	25	Lecturer, teacher	4
more than 50 km up to 100 km	27	Trainee	9
more than 100 km up to 300 km	36	Other position	2
over 300 km	12	Student	1
		Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	44	Skilled trades	54
Earlier events	54	Retail trade	18
First visit	32	Industry	13
Average length of stay	1,1 days	Wholesale/foreign trade	6
		Service	8
Influence on purchasing/procurement decisions	%	Authority/public services	3
Decisively	33	Commercial agent	2
Collectively	27	University, polytechnic, vocational school	4
In an advisory capacity	23	Other	2
No	15		
Student	1	Size of company/organization:	
Other not gainfully employed	1	Number of employees	%
		1- 4	16
		5- 9	19
		10- 49	34
		50- 199	17
		200- 499	4
		500 - 999	2
		1 000 and more	6
		Student	1
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

TV TecStyle Visions → Stuttgart

Trade visitors' profile

Visitors (number of entries)	10 266	Area of responsibility	%
Proportion of trade visitors	98%	Management	47
Germany (total)	87	Research/development/design	3
of which		Manufacturing, production, quality control	18
Nielsen 1	6	Buying/procurement	7
Bremen	1	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	10	Marketing, advertising, PR	8
North Rhine-Westph.	10	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	1
Hesse	7	Other area	4
Rhineland-Palatinate	5	Student	2
Saarland	2	Other not gainfully employed	1
Nielsen 3b	41		
Baden-Württemberg	41		
Foreign (total)	13	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	60
EU	60	Managing director, board member, head of an authority etc.	11
Other european countries	37	Area manager, works manager, plant manager, branch manager, head of public office	2
Other countries	3	Department head, group head, team leader	8
Distance to home	%	Other salaried staff, civil servant, skilled worker	12
up to 50 km	17	Lecturer, teacher	1
more than 50 km up to 100 km	11	Trainee	3
more than 100 km up to 300 km	34	Other position	1
over 300 km	37	Student	2
		Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	30	Trade	41
Austria	28	Industry (manufacturer)	32
		Service	46
Frequency of visits to trade fair	%	University, polytechnic, vocational school	1
Previous event	34	Other sectors	5
Earlier events	28		
First visit	51	Size of company/organization:	
Average length of stay	1,2 days	Number of employees	%
		1- 4	60
		5- 9	15
		10- 49	10
		50- 199	6
		200- 499	3
		500 - 999	1
		1 000 and more	2
		Student	2
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Decisively	57		
Collectively	24		
In an advisory capacity	12		
No	5		
Student	2		
Other not gainfully employed	1		

VISION

Trade visitors' profile

Visitors (number of entries)	7 022	Area of responsibility	%
Proportion of trade visitors	100%	Management	47
Germany (total)	64	Research/development/design	3
of which		Manufacturing, production, quality control	18
Nielsen 1	5	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	9
Nielsen 2	7	Marketing, advertising, PR	8
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	1
Hesse	7	Other area	4
Rhineland-Palatinate	3	Student	2
Saarland	2	Other not gainfully employed	1
Nielsen 3b	46		
Baden-Württemberg	46		
Foreign (total)	36	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	60
EU	59	Managing director, board member, head of an authority etc.	11
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	2
South-, East-, Central Asia	15	Department head, group head, team leader	8
Other countries	11	Other salaried staff, civil servant, skilled worker	12
Distance to home	%	Lecturer, teacher	1
up to 50 km	16	Trainee	3
more than 50 km up to 100 km	8	Other position	1
more than 100 km up to 300 km	29	Student	2
over 300 km	46	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	12	Trade	41
Italy	11	Industry (manufacturer)	32
Austria	7	Service	46
France	7	University, polytechnic, vocational school	1
United Kingdom	6	Other sectors	5
Frequency of visits to trade fair	%	Size of company/organization:	
Previous event	30	Number of employees	%
Earlier events	30	1- 4	60
First visit	56	5- 9	15
Average length of stay	1,3 days	10- 49	10
		50- 199	6
		200- 499	3
		500 - 999	1
		1 000 and more	2
		Student	2
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Decisively	24		
Collectively	40		
In an advisory capacity	20		
No	6		
Student	9		

Area of responsibility	%
Management	11
Research/development/design	57
Manufacturing, production, quality control	9
Buying/procurement	-
Finance/accounting, controlling	-
Information and communication technology	2
Organization, personnel, administration	1
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	9
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	1
Trainee	1
Other position	4
Student	9
Economic sector	%
Industry	76
Trade	3
Service	10
Training/consulting	2
University, polytechnic, vocational school	16
Other	5
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	6
10- 49	19
50- 199	15
200 - 499	10
500 - 999	6
1 000 and more	24
Student	9
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	7 983
Proportion of trade visitors	97%
Germany (total)	93
of which	
Nielsen 1	2
Nielsen 2	6
Nielsen 3a	9
Nielsen 3b	53
Baden-Württemberg	53
Foreign (total)	7
of which	
EU	68
Other countries	32
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	18
more than 100 km up to 300 km	36
over 300 km	23
Frequency of visits to trade fair	%
Previous event	-
Earlier events	-
First visit	100
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	49
Collectively	27
In an advisory capacity	15
No	6
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	41
Research/development/design	2
Manufacturing, production, quality control	26
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	8
Marketing, advertising, PR	10
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	1
Student	1
Other not gainfully employed	1
Economic sector	%
Trade	18
Manufacturer/Industry	32
Service	61
University, polytechnic, vocational school	1
Other	7
Size of company/organization:	
Number of employees	%
1- 4	47
5- 9	19
10- 49	18
50- 199	6
200- 499	3
500 - 999	1
1 000 and more	3
Student	1
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data private visitors

Total number of visitors	64 011
Proportion of private visitors	97%
Region of residence	%
up to 50 km	87
more than 50 km up to 100 km	10
more than 100 km up to 300 km	1
over 300 km	1
Total Germany	100
Baden-Württemberg	1
Bavaria	9
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	89
Mecklenburg-West Pomerania	-
Lower Saxony	-
Position in the company/organisation	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	35
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	1
Housewife/man	9
Old-age pensioner	29
Student	2
Frequency of visits to exhibition	%
2009	70
2008	75
Earlier events	86
First visit	9

Additional data private visitors

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

Registered Events

Bad Salzuflen

Messe Ostwestfalen GmbH

kfo – Plastics Processing Fair, Bad Salzuflen
March 2015

Bayreuth

bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund
22.10.-24.10.2013

Berlin

GJC Inter Media GmbH

RemaDays Europe – European Days of Promotional Gifts, Nuremberg
07.01.-09.01.2013

Berlin

Messe Berlin GmbH

International Green Week Berlin – Exhibition for the Food, Agriculture and Horticulture, Berlin
● 18.01.-27.01.2013

FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin
● 06.02.-08.02.2013

ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin
● 06.03.-10.03.2013

WASSER BERLIN INTERNATIONAL – International Trade Fair and Congress – Water and Wastewater, Berlin
● 23.04.-26.04.2013

CMS – Cleaning. Management. Services. – International Trade Fair and Congress, Berlin
● 24.09.-27.09.2013

Import Shop Berlin – Bazaar for a world full of beauty, Berlin
● 13.11.-17.11.2013

bautech – International Trade Fair for Building and Construction Technology, Berlin
● 18.02.-21.02.2014

InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin
● 23.09.-26.09.2014

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin
15.10.-17.10.2014

Bielefeld

Clarion Events Deutschland GmbH

ZOW – International Exhibition of Components and Accessories for the Furniture Industry, Istanbul
17.01.-20.01.2013

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen
18.02.-21.02.2013

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen
06.11.-08.11.2013

Bremen

Messe Bremen & ÖVB-Arena

WFB Wirtschaftsförderung Bremen GmbH

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen
22.02.-24.02.2013

Bremen Classic Motorshow – Classic vehicle fair, Bremen
01.02.-03.02.2013

RAD + OUTDOOR – bike.market.future., Bremen
09.03.-10.03.2013

Hanselife – General Consumer Exhibitions, Bremen
07.09.-15.09.2013

Reiselust – The tourism fair in Bremen, Bremen
08.11.-10.11.2013

fish international – The German Seafood Show, Bremen
09.02.-11.02.2014

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz
01.02.-03.02.2013

SIT – Saxon Industry and Technology Trade Fair, Chemnitz
14.05.-16.05.2014

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
14.05.-16.05.2014

Dortmund

Messe Westfalenhallen Dortmund GmbH

ELEKTROTECHNIK – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund
11.09.-14.09.2013

Inter-tabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund
20.09.-22.09.2013

Dresden

MESSE DRESDEN GmbH

DRESDNER OSTERN – Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden
21.03.-24.03.2013

aktiv + vital / bike + outdoor – Fair for Health and Wellness, Dresden
08.03.-10.03.2013

PIETA – Funeral and Cemetery Equipment Trade Fair, Dresden
24.05.-26.05.2013

TMS Messen – Kongresse – Ausstellungen GmbH

Dresdner ReiseMarkt – Dresden Travel Market, Dresden
25.01.-27.01.2013

Touristik & Caravaning International Leipzig – Tourism fair, Leipzig
20.11.-24.11.2013

Düsseldorf

Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Düsseldorf
● 19.01.-27.01.2013

EuroCIS – Europe's leading Trade Fair for IT and Security in Retail, Düsseldorf
● 19.02.-21.02.2013

BEAUTY DÜSSELDORF – The No. 1 Trade Fair for Cosmetics, Nail, Foot and Wellness Professionals (with make-up artist design show – Trade fair for make-up artists), Düsseldorf
● 15.03.-17.03.2013

GDS – International Event for Shoes & Accessories, Düsseldorf
● 13.03.-15.03.2013

GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf
● 13.03.-15.03.2013

ProWein – International Trade Fair Wines and Spirits, Düsseldorf
● 24.03.-26.03.2013

TOP HAIR – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf
● 16.03.-18.03.2013

CARAVAN SALON DÜSSELDORF – The No. 1 Show for motor homes and caravans, Düsseldorf
● 30.08.-08.09.2013

TourNatur – Hiking and Trekking, Düsseldorf
● 06.09.-08.09.2013

GDS – International Event for Shoes & Accessoires, Düsseldorf
● 11.09.-13.09.2013

GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf
● 11.09.-13.09.2013

REHACARE INTERNATIONAL – International Trade Fair and Congress – Rehabilitation, Care, Prevention, Integration, Düsseldorf
● 25.09.-28.09.2013

K – International Trade Fair No.1 for plastics and rubber worldwide, Düsseldorf
● 16.10.-23.10.2013

A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf
● 05.11.-08.11.2013

MEDICA – World Forum for Medicine – International Trade Fair with Congress (with COMPAMED – International Trade Fair Hightech Solutions for Medical Technology, until 22.11.2013), Düsseldorf
● 20.11.-23.11.2013

- EuroShop – The Global Retail Trade Fair, Dusseldorf
16.02.-20.02.2014
- Tube – International Tube and Pipe Trade Fair, Dusseldorf
● 07.04.-11.04.2014
- wire – International Wire and Cable Trade Fair, Dusseldorf
● 07.04.-11.04.2014
- interpack – PROCESSES AND PACKAGING, Dusseldorf
● 08.05.-14.05.2014
- InterCool – International Trade Fair Frozen Food, Ice Cream, Technology, Dusseldorf
● 21.09.-23.09.2014
- InterMeat – International Trade Fair for Meat and Sausage, Dusseldorf
● 21.09.-23.09.2014
- InterMopro – International Trade Fair for Dairy Products, Dusseldorf
● 21.09.-23.09.2014
- glasstec – International Trade Fair for glass production, processing and products (with solarpeq – International Trade Fair for Solar Production Equipment), Dusseldorf
● 21.10. – 24.10.2014
- VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Dusseldorf
02.12.-04.12.2014
- GIFA – International Foundry Trade Fair with WFO Technical Forum, Dusseldorf
● 16.06.-20.06.2015
- METEC – International Metallurgical Technology Trade Fair with Congresses, Dusseldorf
● 16.06.-20.06.2015
- NEWCAST – International Trade Fair for Precision Castings, Dusseldorf
● 16.06.-20.06.2015
- THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Dusseldorf
● 16.06.-20.06.2015
- drupa – print media messe – World Market Print Media, Publishing & Converting, Dusseldorf
● 31.05.-10.06.2016

Reed Exhibitions Deutschland GmbH

- PSI – The Leading International Trade Show of the Promotional Product Industry, Dusseldorf
● 09.01.-11.01.2013
 - EQUITANA – Equestrian Sports World Fair, Essen
● 16.03.-24.03.2013
 - SHOWTECH – International Trade Show and Conference for Theater, Film and Event, Berlin
● 18.06.-20.06.2013
 - COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart
+ ● 17.09.-19.09.2013
 - HYBRID Expo – The innovation platform for hybrid materials, technologies and components, Stuttgart
17.09.-19.09.2013
 - viscom düsseldorf – International trade fair for visual communication, technology & design, Dusseldorf
+ ● 07.11.-09.11.2013
 - MODERNER STAAT – Exhibition and Conference, Berlin
03.12.-04.12.2013
 - IMA – International Trade Fair for Amusement and Vending Machines, Dusseldorf
● 14.01.-17.01.2014
 - METAV – International Fair for Manufacturing Technology and Automation, Dusseldorf
● 11.03.-15.03.2014
 - FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne
● 11.04.-14.04.2013
 - ALUMINIUM – World Trade Fair & Conference, Dusseldorf
● 07.10.-09.10.2014
- Erfurt**
- Messe Erfurt GmbH**
- Reiten-Jagen-Fischen – Exhibition for Riding, Hunting and Fishing, Erfurt
12.04.-14.04.2013
 - Rapid. Tech – Trade fair and user's conference for rapid technology, Erfurt
14.05.-15.05.2013

Haus.Bau.Energie. – Exhibition for House building, Living and Modernizing, Erfurt
27.09.-29.09.2013

Grüne Tage Thüringen – The agricultural fair, Erfurt
19.09.-21.09.2014

inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt
18.10.-20.10.2014

RAM Regio Ausstellungen GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt
02.03.-10.03.2013

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

- EXPOPHARM – International Pharmaceutical Trade Fair, Dusseldorf
+ 18.09.-21.09.2013

Essen

Messe Essen GmbH

IPM Essen – The world's leading trade fair for horticulture, Essen
22.01.-25.01.2013

Die Urlaubswelt – Travel. Camping. Cycling., Essen
27.02.-03.03.2013

E-world energy & water – International trade fair and congress, Essen
05.02.-07.02.2013

Haus Garten Genuss – The spring fair for the whole family, Essen
13.02.-17.02.2013

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

MODE HEIM HANDWERK – Live life more beautifully, Essen
02.11.-10.11.2013

DEUBAUKOM – Trade Fair for Architecture, Engineering Skill, Housing Industry, Building Industry and Industrial Construction, Essen
15.01.-18.01.2014

SHK – Trade Fair for Sanitary, Heating, Air Conditioning and renewable Energies, Essen
12.03.-15.03.2014

METPACK – International Trade Fair for Metal Packaging, Essen
06.05.-10.05.2014

REIFEN – No 1 in tires and more, Essen
27.05.-30.05.2014

SECURITY – The World Forum for Security & Fire Prevention, Essen
23.09.-26.09.2014

Frankfurt/Main

DLG e.V.

- AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover
● 10.11.-16.11.2013

DLG-Feldtage – DLG Field Days – Meeting point for crop production experts, Bernburg-Strenzfeld
17.06.-19.06.2014

BioEnergy Decentral – International exhibition for decentralized energy supply, Hanover
11.11.-14.11.2014

- EuroTier – with BioEnergy Decentral – The world's top event for animal production, Hanover
● 11.11.-14.11.2014

Messe Frankfurt Exhibition GmbH

- Christmasworld – The World of Seasonal Decoration, Frankfurt/Main
● 25.01.-29.01.2013
- Creativeworld – The World of Art and Craft Supplies, Frankfurt/Main
26.01.-29.01.2013
- Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main
● 09.01.-12.01.2013
- Paperworld – The World of Office and Stationery, Frankfurt/Main
● 26.01.-29.01.2013
- Ambiente – Internationale Frankfurter Messe, Frankfurt/Main
● 15.02.-19.02.2013

Registered Events

ISH – The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main
● 12.03.-16.03.2013

Musikmesse – The International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, Frankfurt/Main
● 10.04.-13.04.2013

Prolight + Sound – International Fair of Technologies and Services for Events, Installation and Production, Frankfurt/Main
● 10.04.-13.04.2013

IFFA – The No. 1 for the meat industry, Frankfurt/Main
● 04.05.-09.05.2013

Hair & Beauty – The international Trade Fair for the Hairdressing and Cosmetic Industry, Frankfurt/Main
09.06.-10.06.2013

Techtextil – International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main
● 11.06.-13.06.2013

Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main
10.06.-13.06.2013

Tendence – Internationale Frankfurter Messe, Frankfurt/Main
● 24.08.-27.08.2013

Light + Building – The world's leading trade fair for Architecture and Technology, Frankfurt/Main
30.03.-04.04.2014

Automechanika – The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main
● 16.09.-20.09.2014

Texcare International – World Market for Modern Textile Care, Frankfurt/Main
● 11.06.-15.06.2016

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Internationale Kulturbörse Freiburg – Trade Fair for Stage Productions and Music, Freiburg
04.02.-07.02.2013

Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich
● 19.06.-21.06.2013

INTER BRUSH – International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg
● May 2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – Forest Machinery and Innovation DemoFair, Bavaria, date and venue are not fixed yet
June 2016

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg
06.02.-10.02.2013

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg
08.03.-13.03.2013

DU UND DEINE WELT – hamburg's shopping and event fair, Hamburg
21.09.-29.09.2013

hanseboot – Hamburg International Boat Show, Hamburg
26.10.-03.11.2013

NORTEC – The manufacturing trade fair in the North, Hamburg
21.01.-24.01.2014

HansePferd Hamburg – International Exhibition for Horse Enthusiasts, Hamburg
25.04.-27.04.2014

SMM – the leading international maritime trade fair hamburg, Hamburg
● 09.09.-12.09.2014

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg
November 2014

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER – The World of Flooring, Hanover

● 12.01.-15.01.2013

CeBIT – Heart of the digital world, Hanover
● 05.03.-09.03.2013

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

● 08.04.-12.04.2013

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover
08.04.-12.04.2013

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover
08.04.-12.04.2013

Energy / HANNOVER MESSE – Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover
08.04.-12.04.2013

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions, Hanover
08.04.-12.04.2013

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover
08.04.-12.04.2013

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover
08.04.-12.04.2013

MDA-Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover
08.04.-12.04.2013

MobiliTec / HANNOVER MESSE – Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover
08.04.-12.04.2013

Research & Technology / HANNOVER MESSE – Leading Trade Fair for R&D and Technology Transfer, Hanover
08.04.-12.04.2013

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover
08.04.-12.04.2013

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover
08.04.-12.04.2013

PROMOTION WORLD – International Trade Fair for Promotional Products and Incentives, Hanover
08.04.-12.04.2013

LIGNA HANNOVER – World Fair for the Forestry and Wood Industries, Hanover
● 06.05.-10.05.2013

+ EMO – The World of Metalworking, Hanover
16.09.-21.09.2013

BIOTECHNICA – Europe's No.1 Event for Biotechnology and Life Sciences, Hanover
● 08.10.-10.10.2013

CeMAT Hannover – The World's leading Fair for Intralogistics, Hanover
19.05.-23.05.2014

O&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart
03.06.-05.06.2014

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover
● 21.10.-25.10.2014

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
26.01.-03.02.2013

infa – Information and Sales Exhibition, Hanover
12.10.-20.10.2013

CARAVAN – Motor Caravans and Supplies Trade Exhibition, Bremen
08.11.-10.11.2013

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover
05.12.-08.12.2013

Husum

Messe Husum HWG mbH & Co. KG

Nord Gastro und Hotel – Hotel and Restaurant Industry Trade Fair, Husum
11.02.-12.02.2013

New Energy Husum – The International Renewable Energy Trade Fair, Husum
21.03.-24.03.2013

HUSUM Wind – The Leading Wind Energy Trade Fair, Husum
15.09.-18.09.2015

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein
03.10.-06.10.2013

Karlsruhe

HINTE GmbH

+ INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Essen
08.10.-10.10.2013

+ INTERGEO EURASIA – Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul
27.04.-29.04.2014

+ Arbeitsschutz Aktuell – Safety and Health – The Prevention Forum – Congress & Trade Fair, Frankfurt/Main
25.08.-28.08.2014

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe
29.01.-31.01.2013

NUFAM – Trade fair for commercial vehicles, Karlsruhe
26.09.-29.09.2013

IT-TRANS – International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe
18.02.-20.02.2014

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten
10.08.-18.08.2013

Köln

Koelnmesse GmbH

ISM – International Sweets and Biscuits Fair, Cologne
● 27.01.-30.01.2013

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne
27.01.-30.01.2013

imm cologne – The international furnishing show, Cologne
● 14.01.-20.01.2013

+ didacta – The Trade Fair for Education and Training, Cologne
19.02.-23.02.2013

spoga horse (Frühjahr/spring) – International Trade Fair for Equestrian Sports, Cologne
03.02.-05.02.2013

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne
03.03.-05.03.2013

+ Farbe – Ausbau & Fassade – Paint – finishing & facade, Cologne
06.03.-09.03.2013

● IDS – International Dental Show, Cologne
12.03.-16.03.2013

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne
22.03.-24.03.2013

● interzum – International fair for the furniture and interior construction industries' supplying sections, Cologne
13.05.-16.05.2013

Eu'Vend/coffeena – The International Trade Fair for the Vending Industry/coffeena – International Coffee Fair, Cologne
19.09.-21.09.2013

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

● 19.09.-22.09.2013

dmexco – Leading expo & conference for digital business, Cologne
18.09.-19.09.2013

spoga+gafa/spoga horse (autumn) – The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne
● 08.09.-10.09.2013

Anuga – The leading trade fair for the global food industry, Cologne
● 05.10.-09.10.2013

● aquanale/FSB – aquanale – International Trade Fair for Sauna.Pool.Ambience. FSB – International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne
22.10.-25.10.2013

● INTERNATIONALE EISENWARENMESSE KÖLN – INTERNATIONAL HARDWARE FAIR COLOGNE
09.03.-12.03.2014

● ORGATEC – Modern Office & Facility, Cologne
21.10.-25.10.2014

● Anuga FoodTec – The international supplier fair for the food and drink industry, Cologne
24.03.-27.03.2015

Leipzig

Leipziger Messe GmbH

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig
29.01.-31.01.2013

enertec – International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig
29.01.-31.01.2013

HAUS-GARTEN-FREIZEIT – Leipzig Fair Home – Garden – Leisure – The consumer fair for the whole family/Central German Handicrafts Fair/Beach & Boat, Leipzig
09.02.-17.02.2013

● Z – DIE ZULIEFERMESSE – SUBCONTRACTING FAIR – International trade fair for parts, components, modules and technologies, Leipzig
26.02.-01.03.2013

intec – Trade fair for manufacturing, tool and special-purpose machine construction, Leipzig
26.02.-01.03.2013

CADEAUX Leipzig (Spring) – Trade Fair for Gifts and Lifestyle Ideas, Leipzig
02.03.-04.03.2013

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig
21.03.-23.03.2013

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig
14.09.-16.09.2013

GÄSTE – Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig
14.09.-17.09.2013

MIDORA LEIPZIG – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig
14.09.-16.09.2013

PFLEGE + HOMECARE LEIPZIG – Trade Fair and Congress for hospital, residential and home care, Leipzig
15.10.-17.10.2013

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig
16.10.-18.10.2013

efa – Trade Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig
16.10.-18.10.2013

modell-hobby-spiel – models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig
03.10.-06.10.2013

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig
16.01.-18.01.2014

● OTWorld – Orthopädie – Reha-Technik – Internationale Fachmesse und Weltkongress, Leipzig
13.05.-16.05.2014

● denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig
06.11.-08.11.2014

Registered Events

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg
01.03.-03.03.2013

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Niederbayern-Schau Landshut – Regional Exhibition, Landshut
28.09.-06.10.2013

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim
15.03.-23.03.2014

Passauer Frühling, DreiländerMesse – Regional Exhibition, Passau
29.03.-06.04.2014

Messe Hof – Regional Exhibition, Hof
27.09.-05.10.2014

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg, Magdeburg
08.03.-10.03.2013

Tierwelt – Pet Exhibition, Magdeburg
05.04.-07.04.2013

MAGDEBURGER MEERESANGELTAGE – Fishing Exhibition, Magdeburg
09.11. – 10.11.2013

Mainz

RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung – Mainz – Regional Consumer Goods Exhibition, Mainz
16.03.-24.03.2013

München

easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund
21.05.-22.05.2014

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
19.02.-21.02.2013

transfairlog – Trade Fair for International Transport and Logistics Management, Hamburg
Juni 2014

GHM Gesellschaft für Handwerksmessen mbH

eltec – Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

opti – The International Trade Show for Optics & Design, Munich
25.01.-27.01.2013

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich
06.03.-12.03.2013

DACH+HOLZ International – ROOF+TIMBER International Trade Fair for timber construction and interior works, roof and wall, Cologne
+ 18.02.-21.02.2014

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg
08.04.-11.04.2014

iba – International Trade Fair – World Market for Baking ... everything for Bakers and Confectioners, Munich
12.09.-17.09.2015

Messe München GmbH

BAU – World's Leading Trade Fair for Architecture, Materials, Systems, Munich
● 14.01.-19.01.2013

INHORGENTA MUNICH – Trade Show for Jewelry, Timepieces, Lifestyle, Munich
● 22.02.-25.02.2013

ISPO MUNICH – The world's leading sports business platform, Munich
● 03.02.-06.02.2013

f.re.e – Fair for Leisure and Travel, Munich
● 20.02.-24.02.2013

bauma – International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich
● 15.04.-21.04.2013

LASER World of PHOTONICS – International Trade Fair and Congress for Optical Technologies – Components, Systems and Applications, Munich
● 13.05.-16.05.2013

transport logistic – International exhibition for logistics, mobility, IT and supply chain management, Munich
● 04.06.-07.06.2013

drinktec – World's Leading Fair for Beverage and Liquid Food Technology, Munich
● 16.09.-20.09.2013

EXPO REAL – International Trade Fair for Property and Investment, Munich
● 07.10.-09.10.2013

productronica – International trade fair for innovative electronics production, Munich
● 12.11.-15.11.2013

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich
● 01.04.-04.04.2014

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich
● 20.05.-23.05.2014

IFAT – resources.innovations.solutions. – World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich
● 05.05.-09.05.2014

MAINTAIN – International Trade Fair for Industrial Maintenance, Munich
20.05.-23.05.2014

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich
● 16.07.-20.07.2014

electronica – International Trade Fair for Electronic Components, Systems and Applications, Munich
● 11.11.-14.11.2014

CERAMITEC – Technologies – Innovations – Materials, Munich

● 20.10.-23.10.2015

MunichExpo Veranstaltungs GmbH

eCarTec / MATERIALICA/sMove 360° – Int. Leading Fair for Electro Mobility & Hybrid/Lightweight Design for New Mobility/Car IT, Munich
15.10.-17.10.2013

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – International trade fair for floor works, Feuchtwangen
26.06.-28.06.2014

WNP Fachmessen GmbH

Wetec – International Tradeshow for Signmaking, Large Format Printing & Light Advertising, Stuttgart
13.02.-15.02.2014

Münster

Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Münster
16.04.-18.04.2013

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg
13.01.-16.01.2013

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg
15.10.-18.10.2013

GrindTec – International Trade Fair for Grinding Technology, Augsburg
19.03.-22.03.2014

NürnbergMesse GmbH

eltec – Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

BioFach + Vivaness – World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg
13.02.-16.02.2013

- embedded world – Exhibition&Conference, Nuremberg
19.03.-21.03.2013
- European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg
26.02.-28.02.2013
- IWA & OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg
08.03.-11.03.2013
- Werkstätten:Messe – Workshops for the disabled show their excellence – variety – quality, Nuremberg
14.03.-17.03.2013
- ALTENPFLEGE – Leading Exhibition for the Care Sector, Nuremberg
+ 09.04.-11.04.2013
- POWTECH + TechnoPharm – Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + Int. Trade Fair for Life Science Process Technologies, Pharma – Food – Cosmetics, Nuremberg
23.04.-25.04.2013
- Stone+tec Nürnberg – International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg
29.05.-01.06.2013
- AUTOMOTIVE ENGINEERING EXPO – Connecting outstanding experts on car body manufacturing, painting and assembly, Nuremberg
04.06.-06.06.2013
- mailingtage, Nuremberg
19.06.-20.06.2013
- FachPack, Nuremberg
24.09.-26.09.2013
- it-sa – The IT Security Expo and Congress, Nuremberg
08.10.-10.10.2013
- EUROGUSS – International Trade Fair for Die Casting – Technology, Processes, Products, Nuremberg
26.03.-29.03.2014
- fensterbau/frontale + HOLZ-HANDWERK – Intern. Trade Fair Window, Door and Facade/Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg
14.01.-16.01.2014
- GalLaBau – International Trade Fair for Urban Green and Open Spaces/ Design – Construction – Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg
17.09.-20.09.2014
- Chillventa – International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, Nuremberg
● 14.10.-16.10.2014
- Brau Beviale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg
11.11.-13.11.2014
- Spielwarenmesse eG**
Spielwarenmesse – International Toy Fair Nürnberg, Nuremberg
30.01.-04.02.2013
- Offenbach**
Messe Offenbach GmbH
I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main
● 09.03.-11.03.2013
- I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main
● 21.09.-23.09.2013
- Offenburg**
Messe Offenburg-Ortenau GmbH
Badische Weinmesse – Regional Wine Exhibition, Offenburg
04.05.-05.05.2013
- OBERRHEIN MESSE OFFENBURG – Consumer Goods Fair, Offenburg
28.09.-06.10.2013
- Reutlingen**
REECO GmbH
Renewable Energy Exhibition Conference
CEB CLEAN ENERGY BUILDING – International Trade Fair for Renewable Energy and Energy Efficient Building, Stuttgart
07.02.-09.02.2013
- RENEXPO® – International Energy Trade Fair, Augsburg
26.09.-29.09.2013
- Rostock**
Rostocker Messe- und Stadthallengesellschaft mbH
AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock
05.04.-07.04.2013
- Stuttgart**
blickfang GmbH
BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart
15.03.-17.03.2013
- Landesmesse Stuttgart GmbH**
CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises ship travel, Stuttgart
12.01.-20.01.2013
- MEDIZIN/TheraPro – Trade fair and congress, Stuttgart
25.01.-27.01.2013
- RETRO CLASSICS – The whole world of classic vehicles, Stuttgart
07.03.-10.03.2013
- eltefa – biggest regional trade fair for the electrical sector, Stuttgart
20.03.-22.03.2013
- FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart
11.04.-14.04.2013
- GARTEN – outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart
11.04.-14.04.2013
- INTERVITIS INTERFRUCTA – International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart
24.04.-27.04.2013
- INVEST – Leading trade fair and congress for finance and investment, Stuttgart
19.04.-20.04.2013
- Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart
12.04.-14.04.2013
- SACHSENBACK – Trade fair for the bakery and confectionery trades, Dresden
13.04.-15.04.2013
- Slow Food – The market for good taste, Stuttgart
11.04.-14.04.2013
- FACHDENTAL Leipzig – Show for dental surgeries and laboratories, Leipzig
06.09.-07.09.2013
- IT & Business / DMS EXPO – Trade fair for IT solutions / Leading trade fair for enterprise content management, Stuttgart
24.09.-26.09.2013
- FACHDENTAL Südwest, Stuttgart
11.10.-12.10.2013
- südback – Trade fair for the bakery and confectionery trades, Stuttgart
19.10.-22.10.2013
- ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart
16.11.-17.11.2013
- DIE BESTEN JAHRE / Stuttgarter MesseHerbst – The exhibition for staying active, Stuttgart
18.11.-19.11.2013
- Familie & Heim / Stuttgarter MesseHerbst – South Germany's large shopping and experience exhibition with International mineral and fossil exchange (15.11.-17.11.2013), Stuttgart
16.11.-24.11.2013
- HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – South Germany's large exhibition for computers and electronics, Stuttgart
21.11.-24.11.2013
- KREATIV- & BASTELWELT / Stuttgarter MesseHerbst – South Germany's largest creative trade fair, Stuttgart
21.11.-24.11.2013
- Modell Süd / Stuttgarter MesseHerbst – South Germany's large exhibition for modelmaking and model railways, Stuttgart
21.11.-24.11.2013
- NewCome – Exhibition and state congress about freelancing, Stuttgart
November 2013

Registered Events

Stuttgarter MesseHerbst, Stuttgart
16.11.-24.11.2013

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter Messe-Herbst – Souths Germany's large exhibition for games, Stuttgart
21.11.-24.11.2013

INTERGASTRA – Leading trade fair for innovative gastronomy / GELATISSIMO – The special trade fair for the manufacture of hand-made ice-cream, Stuttgart
01.02.-05.02.2014

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart
13.02.-15.02.2014

PFLEGE & REHA – Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart
06.05.-08.05.2014

LASYS – International trade fair for laser material processing, Stuttgart
24.06.-26.06.2014

AMB – International exhibition for metal working, Stuttgart
16.09.-20.09.2014

SÜFFA – Trade fair for the meat industry, Stuttgart
28.09.-30.09.2014

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart
21.10.-24.10.2014

VISION – International trade fair for machine vision, Stuttgart
04.11.-06.11.2014

R + T – Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart
24.02.-28.02.2015

Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main
26.02.-28.02.2013

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg
16.04.-18.04.2013

Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg
26.11.-28.11.2013

Mesago PCIM GmbH

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg
14.05.-16.05.2013

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach
04.05.-12.05.2013

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg
29.05.-01.06.2014

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg
14.05.-16.05.2013

Hongkong/SVR

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR
07.01.-10.01.2013

HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong/SAR

● 14.01.-17.01.2013

● HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR
07.01.-10.01.2013

● HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

● 05.03.-09.03.2013

HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong/SAR

● 13.04.-16.04.2013

● HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR
27.04.-30.04.2013

● HKTDC Hong Kong Houseware Fair, Hongkong/SAR
20.04.-23.04.2013

● HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR
04.09.-08.09.2013

● HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR
13.10.-16.10.2013

● electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SAR
13.10.-16.10.2013

● HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR
27.10.-30.10.2013

● HKTDC Hong Kong Optical Fair, Hongkong/SAR
06.11.-08.11.2013

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech – Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona
● 07.04.-10.04.2013

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona
21.05.-23.05.2013

● MARMOMACC – International Exhibition of Stone, Design and Technology, Verona
25.09.-28.09.2013

● Fieragricola – International agri-business show, Verona
06.02.-09.02.2014

● SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona
March 2014

● EUROCARNE – International Exhibition for the Meat Industry, Verona
May 2015

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Decision-makers have a choice to make: Would it be worth having an exhibition stand at this event? Would it help me to acquire valuable customer contacts? Or would it be a case of being in the wrong place at the wrong time? We provide clear figures to help answer these questions – certified key exhibition data and sound structural visitor data for around 300 exhibitions in Germany and worldwide. In doing so, we provide decision-makers with the decisive support they need.

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of Fair and Exhibition Statistics**

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