



## Brief analysis of the exhibitor survey

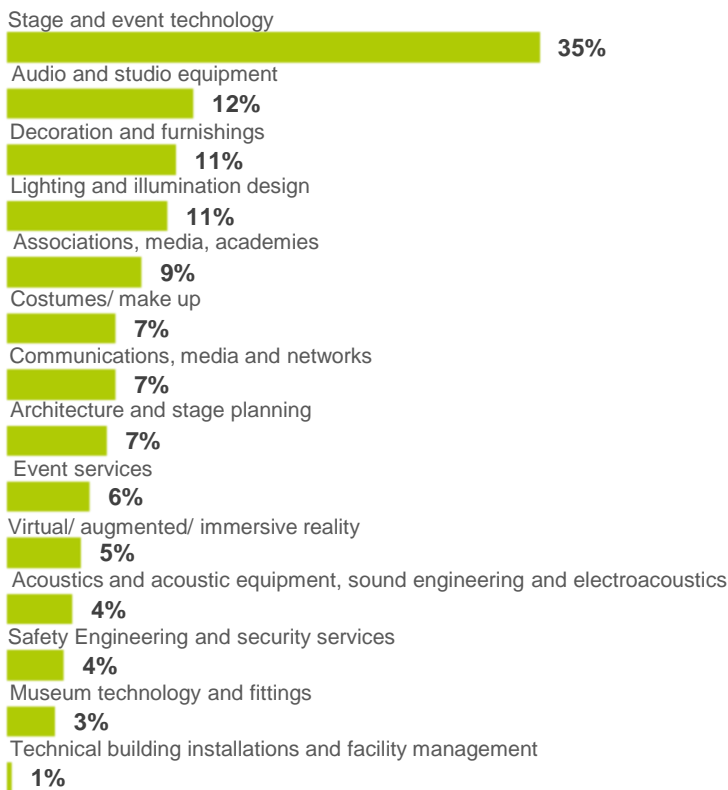
### Origin of exhibitors

(Source: Database of exhibitors at Stage|Set|Scenery)



### Main exhibition areas

(Multiple citations)



### Quality of trade visitors

About **9 out of 10** of this year's exhibitors are **(very) satisfied** with the **quality of trade visitors** at Stage|Set|Scenery .

(Ratings 1-3 on a scale of 6)



### Follow-up business



**3 out of 4** exhibitors have (very) high expectations regarding the **follow-up business** after the fair.

(Ratings 1-3 on a scale of 6)

### Participation objectives of exhibitors

(Multiple citations, extract of denominations, top 5 objectives)

„Company presentation/ image building“ forms the **most important participation objective** for the exhibitors. This objective was **achieved by 89%** to a very good to satisfactory extend.

Objective	Objective important for % of the exhibitors	Objective was achieved by %
Company presentation/ image building	89%	89%
New customer acquisition	85%	61%
Care of existing business relations	82%	85%
Establish new business contacts	74%	72%
Sector-specific exchange of experience	70%	84%

### Benefit of visit

**76%**

of the exhibitors evaluate the **benefit of their company's participation** in Stage|Set|Scenery as (very) high.

(Ratings 1-3 on a scale of 6)

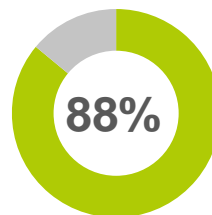
### Business success

**75%**

of the exhibitors rate their **participation's business success** as **positive**.

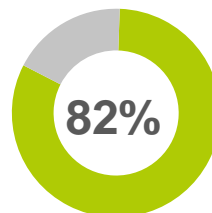
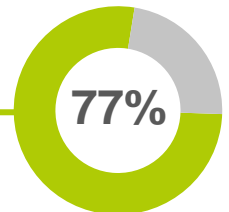
(Ratings 1-3 on a scale of 6)

### Overall satisfaction and outlook



of the exhibitors are **(very) satisfied** with their company's **participation** in the Stage|Set|Scenery.\*

of the exhibitors would **recommend** a participation in Stage|Set|Scenery.\*



of the exhibitors intend to participate again in the **next Stage|Set|Scenery**.\*

(\*Ratings 1-3 on a scale of 6)



## Brief analysis of the trade visitor survey

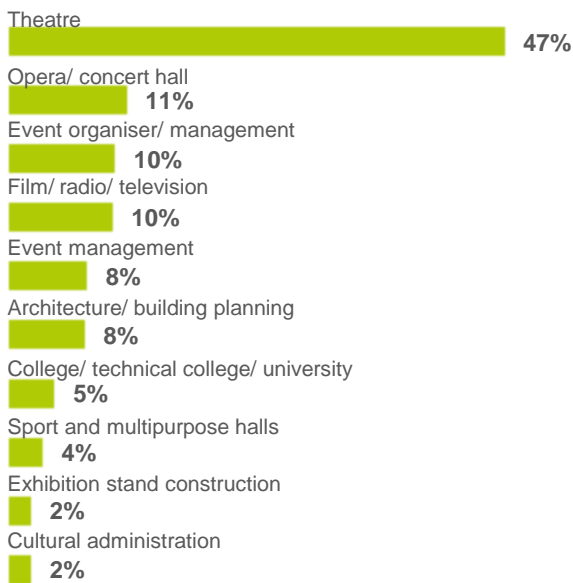
### Origin of trade visitors

(Source: Trade visitor registration data)



### Line of business

(Multiple citations/ Extract of denominations n > 2%)



### Decision makers

**83%**

of professional trade visitors have an influence on purchasing/ procurement decisions.

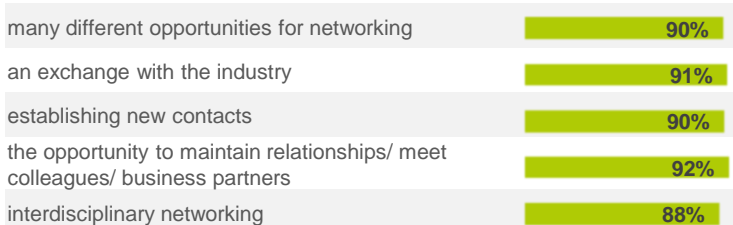
### Business success

**79%**

of professional trade visitors rate their visit's business success as (very) good.

(Ratings 1-3 on a scale of 6)

### The Stage|Set|Scenery offers... Agreement with the statement\*

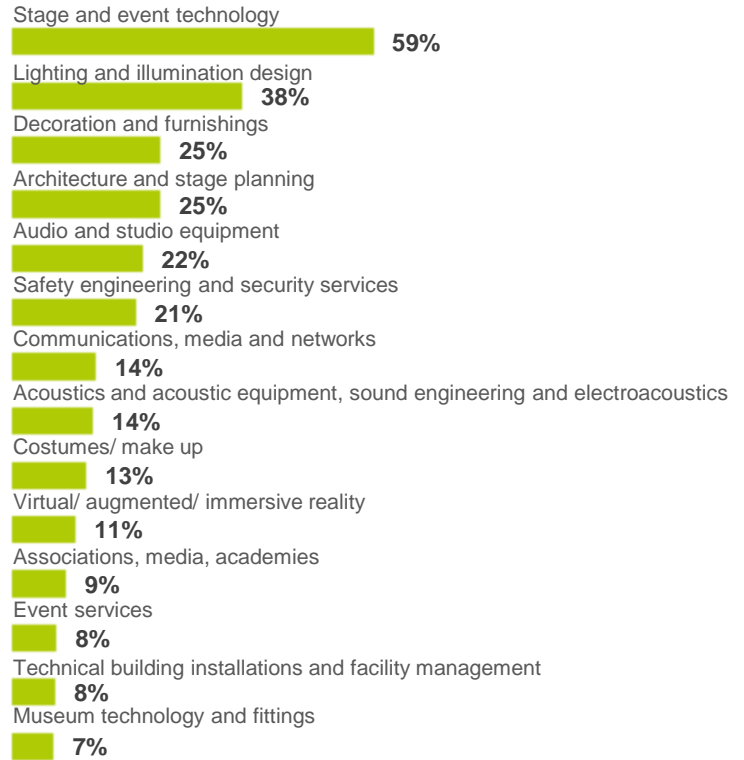


(\*Ratings 1-3 on a scale of 6; all trade visitors who have made an entry)

Gathered by Gelszus Messe-Marktforschung GmbH, Dortmund

### Interest in product groups/ services

(Multiple citations)



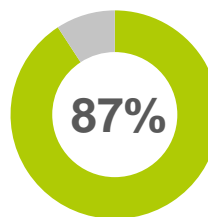
### Offer assessment



About 9 out of 10 trade visitors rate the range of offers at Stage|Set|Scenery as positive.

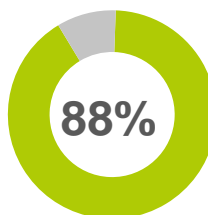
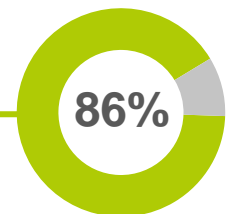
(Ratings 1-3 on a scale of 6)

### Overall satisfaction and outlook



of the trade visitors are (very) satisfied with their visit to Stage|Set|Scenery.\*

of trade visitors would recommend a participation in Stage|Set|Scenery.\*



of trade visitors express their willingness to visit the next Stage|Set|Scenery.\*

(\*Ratings 1-3 on a scale of 6)