

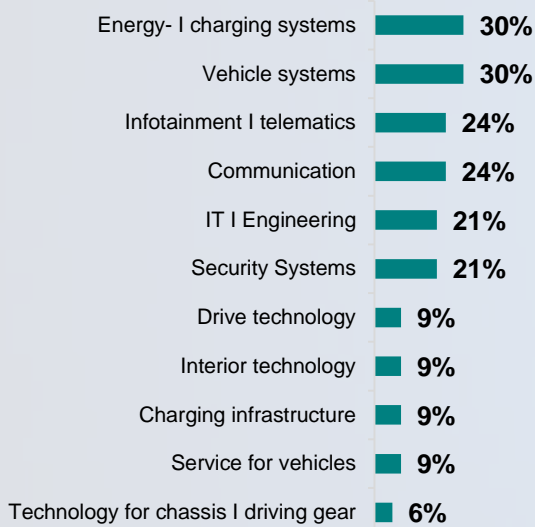
Key Insights 2019



Key insights – Exhibitor survey

Exhibition focus

Multiple citations



Novelties/ innovations

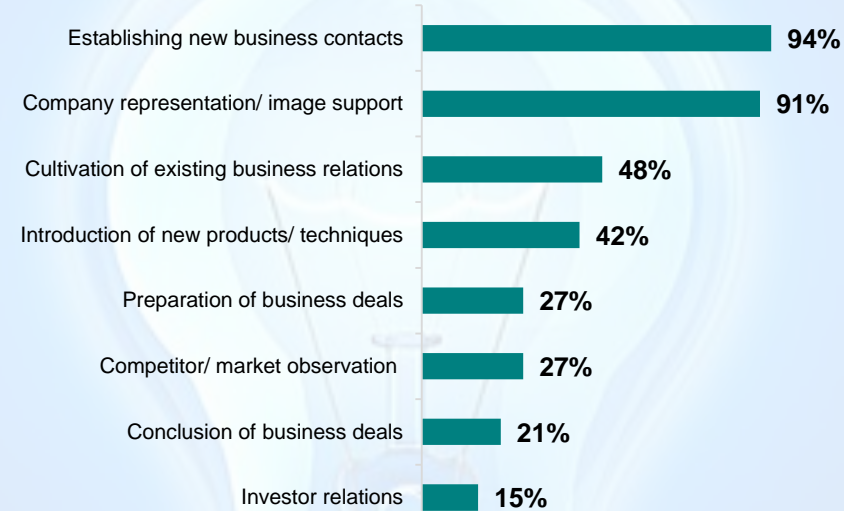
The majority of exhibitors consider the MES Expo to be (very) suitable for **presenting new products and innovations.**



About **4 out of 5** of the exhibitors presented a **novelty/ innovation** and/ or a **further development** of their existing products at MES Expo.

Participation objectives of exhibitors

Multiple citations



Quality of trade visitors

Ratings 1-3 on a scale of 6



About **2 out of 3** of the exhibitors are (very) satisfied with the **quality of trade visitors.**

Follow-up business after the fair

Ratings 1-3 on a scale of 6

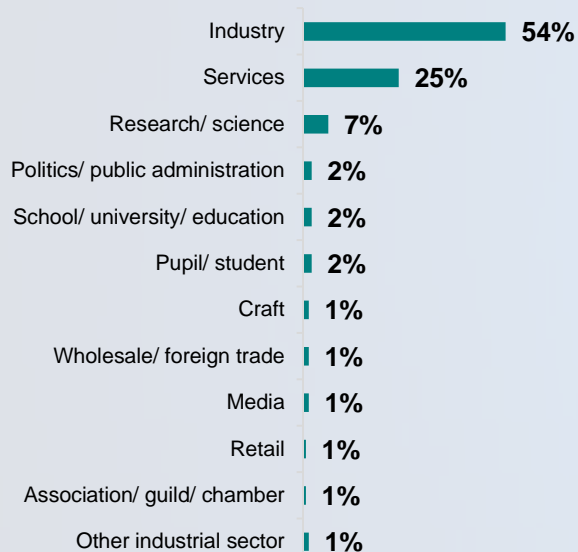


About **3 out of 5** of the exhibitors have (very) high expectations with regard to **follow-up business.**

Key Insights – Visitor survey

Visitor structure

Base: Professionals and pupil/ students



Decision-making authority

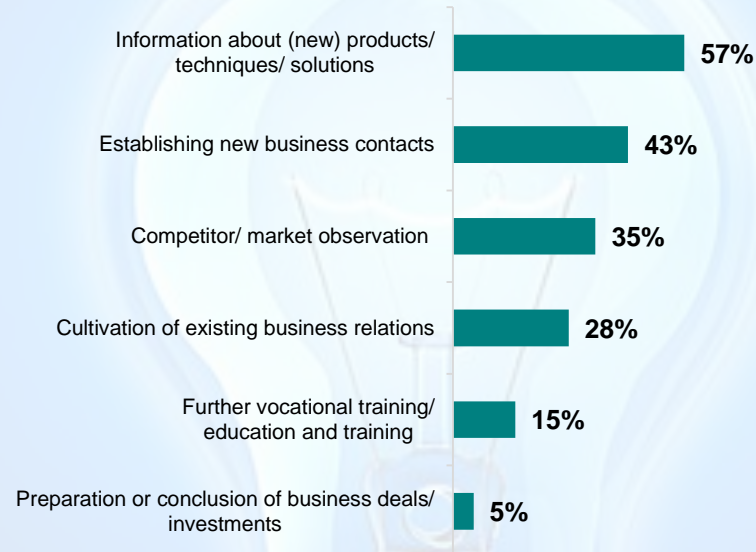
Base: Professionals

82% of working trade visitors have an influence on purchasing/ procurement decisions.



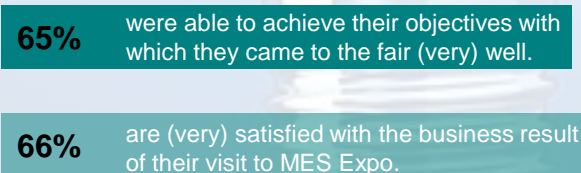
Visitor objectives

Multiple citations



Overall achievement of objectives and business result

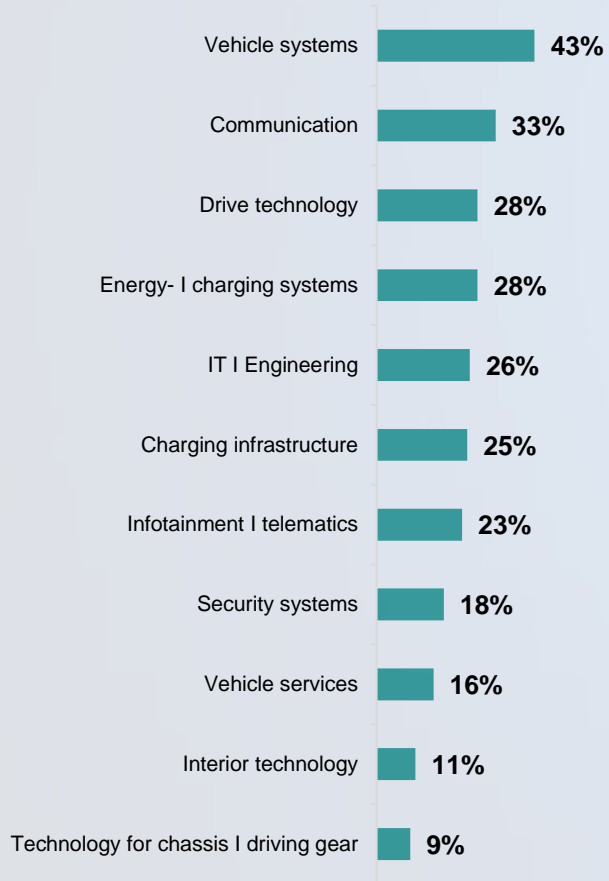
Ratings 1-3 on a scale of 6



Key Insights – Visitor survey

Interest in offers

Multiple citations



Overall satisfaction and outlook

Ratings 1-3 on a scale of 6

