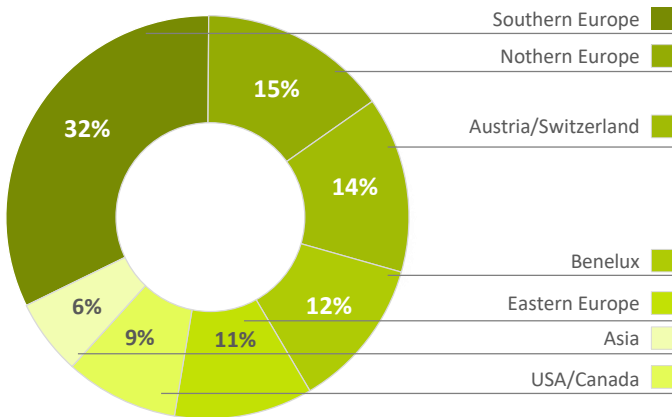




## Brief analysis to the exhibitor's survey

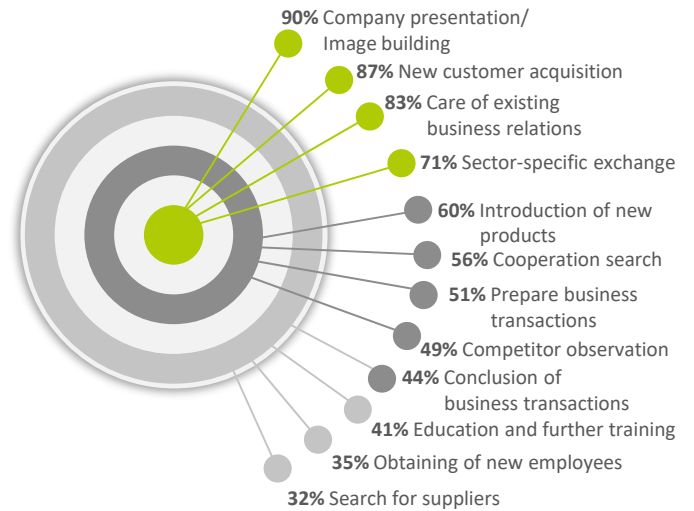
### International exhibitors

274 exhibitors from 21 countries presented their products and services at the Stage|Set|Scenery. 30% of the exhibitors came from abroad, of which:



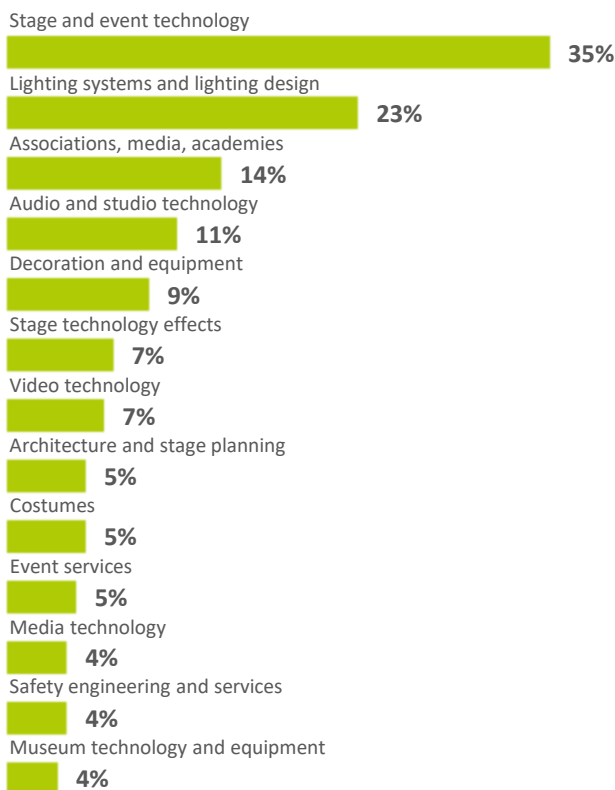
### Exhibitor participation objectives

(multiple selections permitted / extract p > 14%)



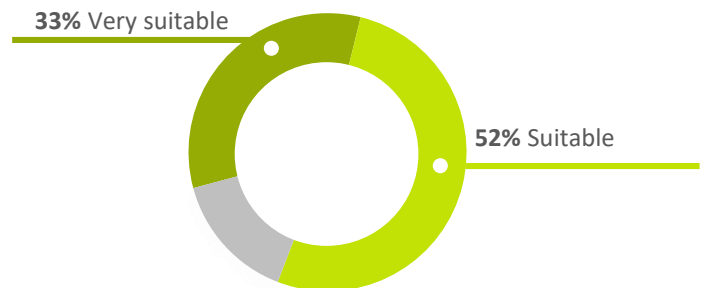
### Main exhibition areas

(multiple selections permitted/ extract p ≥ 4%)



### Platform for novelties/innovations and further developments

85% of the exhibitors confirm that the State|Set|Scenery is (very) suitable as a platform for presenting new products and innovations.

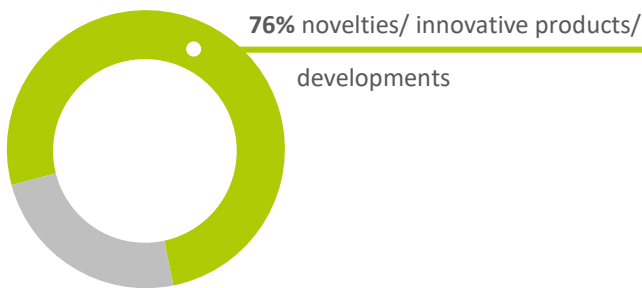


Data collected and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund



## Brief analysis to the exhibitor's survey

### Presence of novelties/innovative products and developments



More than three quarters of the exhibitors use the Stage|Set|Scenery to present novelties/innovations and/or further developments.

### Quality of trade visitors

# 85

Percent

of the company representatives were (very) satisfied with the quality of the trade visitors at their stand.

### Service

82% of the exhibitors rated the service by the trade fair team as (very) positive.



### Overall satisfaction

All in all, the majority of the participants were (totally) satisfied with their participation in the Stage|Set|Scenery.

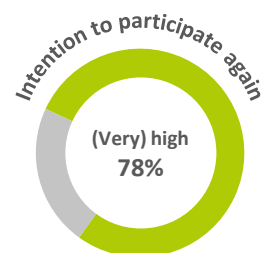
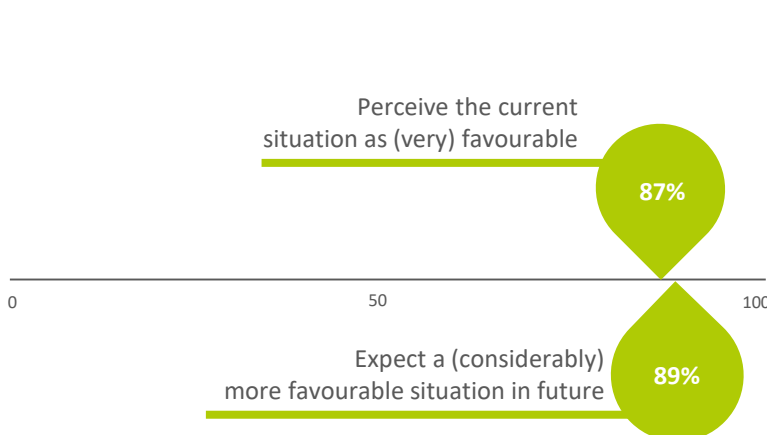
80%



### Outlook

78% of the company representatives would recommend participation in the Stage|Set|Scenery. At the time of the survey, more than three quarters of the exhibitor said that they would take part in the international trade fair again.

### Economic situation in the sector

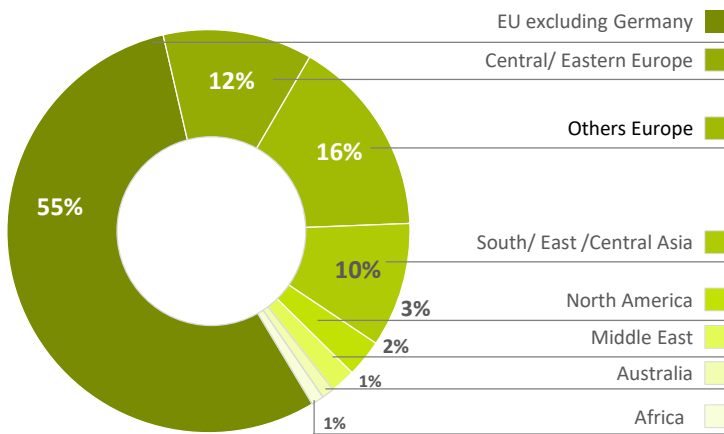




## Brief analysis to the trade visitor's survey

### International trade visitors

More than 6,600 trade visitors from 57 countries visited the Stage|Set|Scenery 2017. 32% of the trade visitors came from abroad, of which:

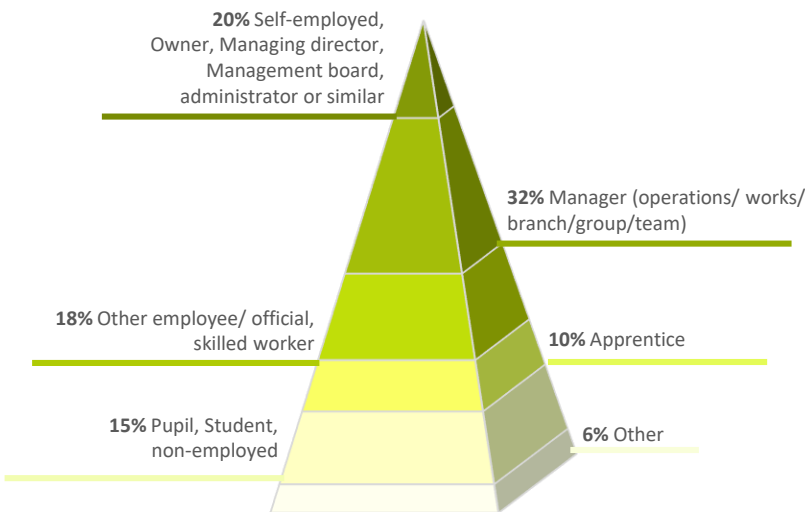


### Duration of stay

# 1.5 Days

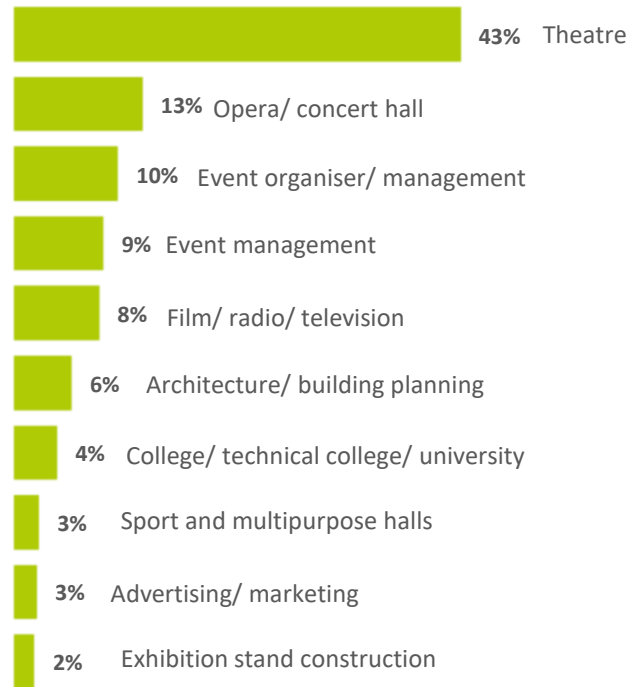
On average, the trade visitors took 1.5 days for their visit to the Stage|Set|Scenery.

### Occupational status



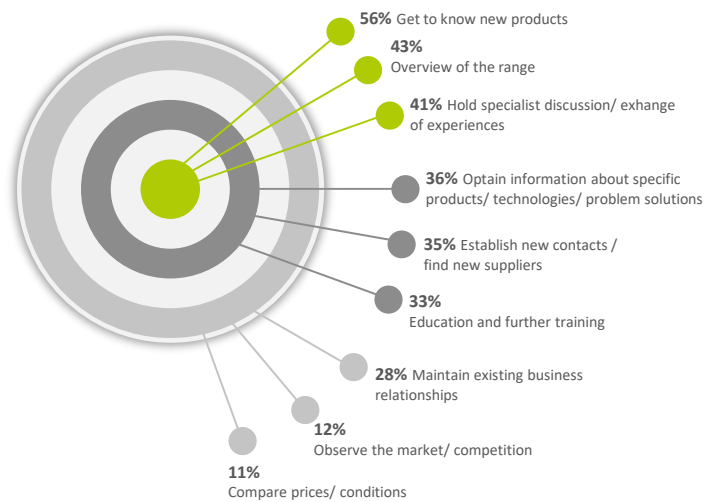
### Sector affiliation

(multiple selections permitted / extract p >= 2%)



### Goals of the trade visitors

(multiple selections permitted/ extract p > 6%)



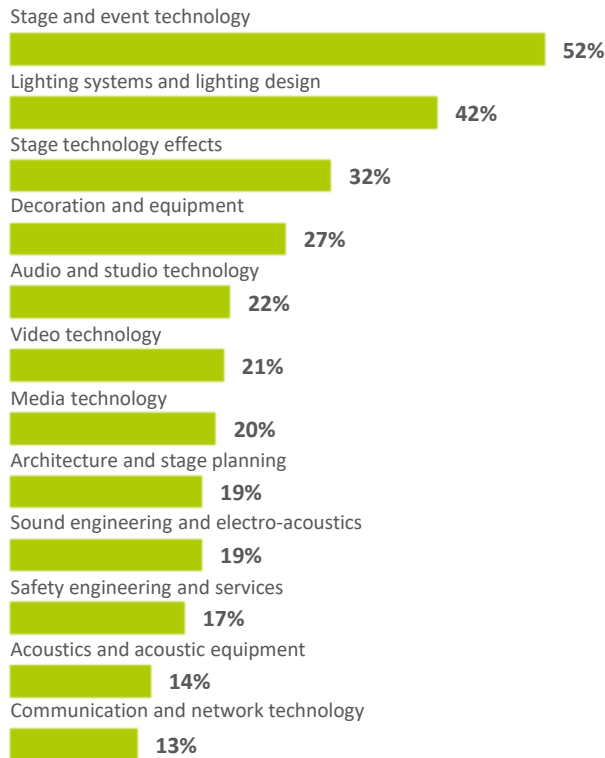
Data collected and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund



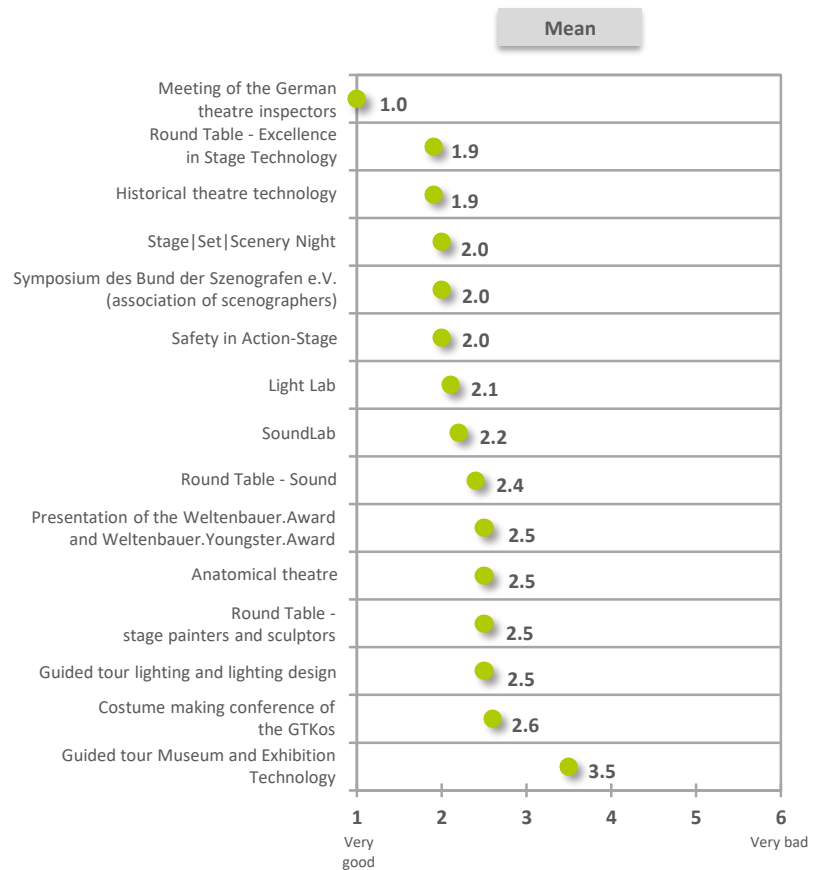
## Brief analysis to the trade visitor's survey

### Offer interest

(multiple selections permitted/ extract p > 12%)

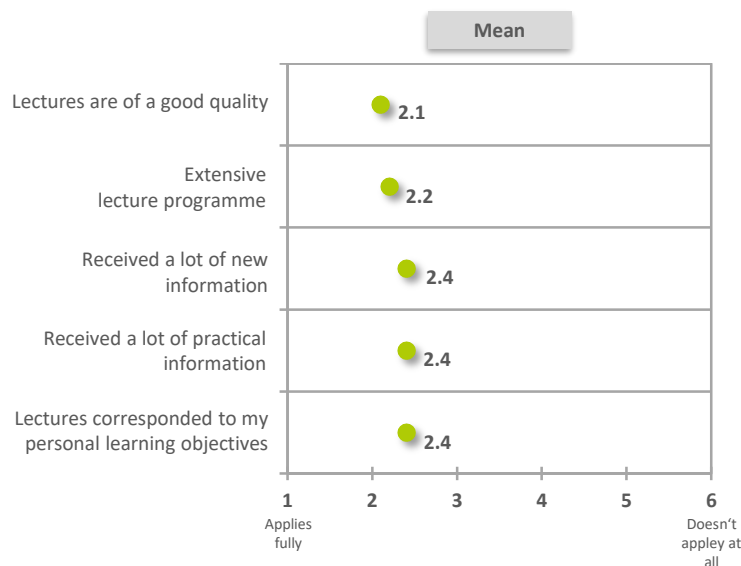


### Assessment specialist supporting programme



### International Stage Technology Conference

At the time of the survey, 5% of the trade visitors had taken part in the International Stage Technology Conference and 6% planned to take part. Based on a scale of 1 = Applies fully to 6 = Doesn't apply at all, the conference received a high level of approval from the trade visitors.



### Overall impression, benefit and outlook



Nine out of ten trade visitors are (totally) satisfied with their visit to the Stage|Set|Scenery.

Data collected and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund