



Show Report 2017



Statistics



visitors



gross exhibition area in sqm



exhibitors



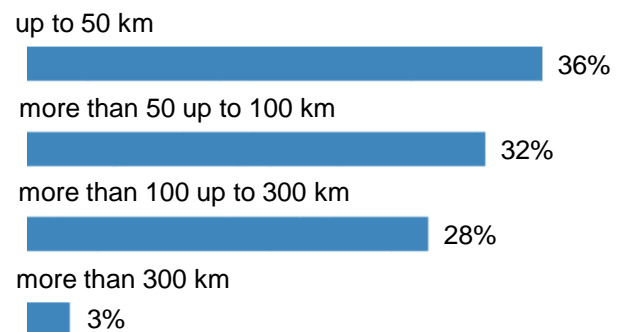
net exhibition area in sqm



Visitor Survey – Catchment Area

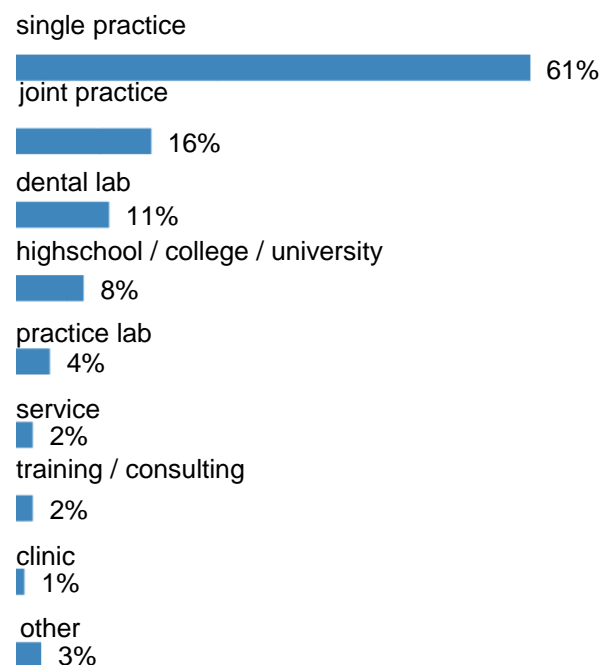
31% of the visitors came from more than 100 km distance.

distance to residence



Visitor Survey - Economic Sector*

61% of the visitors work in single practices.

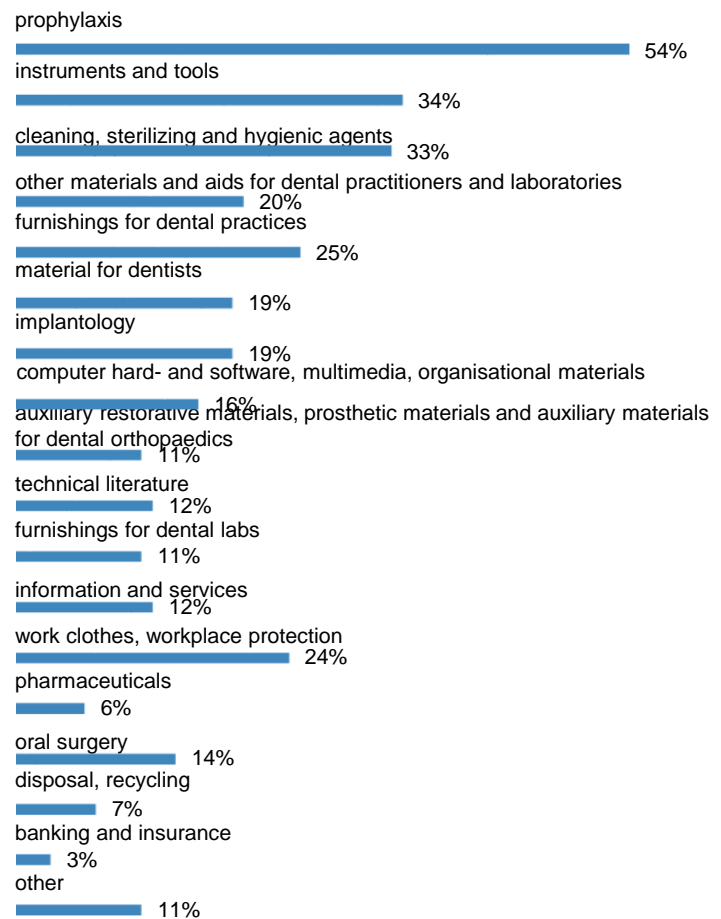


*multiple choice



Visitor Survey – Interest in Exhibition Offer*

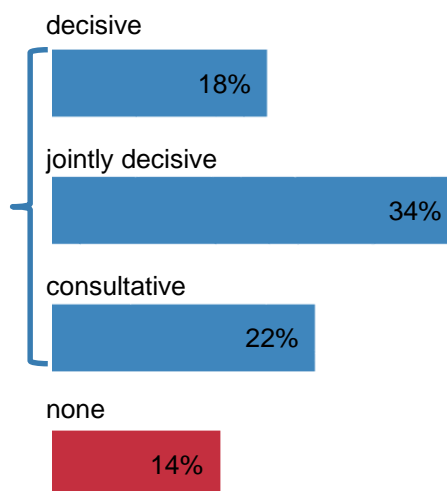
The visitors are interested in many different products and services, especially in prophylaxis, instruments / tools and cleaning, sterilizing and hygienic agents.



*multiple choice

Visitor Survey – Decision-Making Competency*

74% of the visitors are involved in purchasing and procurement decisions.



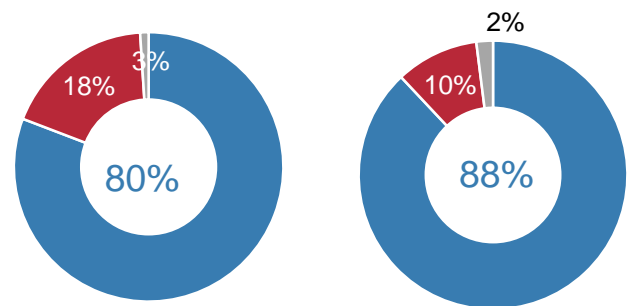
*difference to 100% = pupil / student / not working

The representative survey covers a sample of 280 asked visitors.



Visitor Survey – Intention of Revisitation & Intention of Recommendation

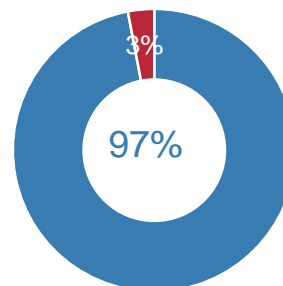
80% of the visitors are willing to visit Fachdental Leipzig again and 88% want to recommend Fachdental Leipzig to others.



- yes / probably
- would like to
- probably not / no

Visitor Survey – Importance of Fachdental Leipzig

97% of the visitors expect a growing or constant importance of Fachdental Leipzig.



- importance will increase / importance will remain stable
- importance will decrease

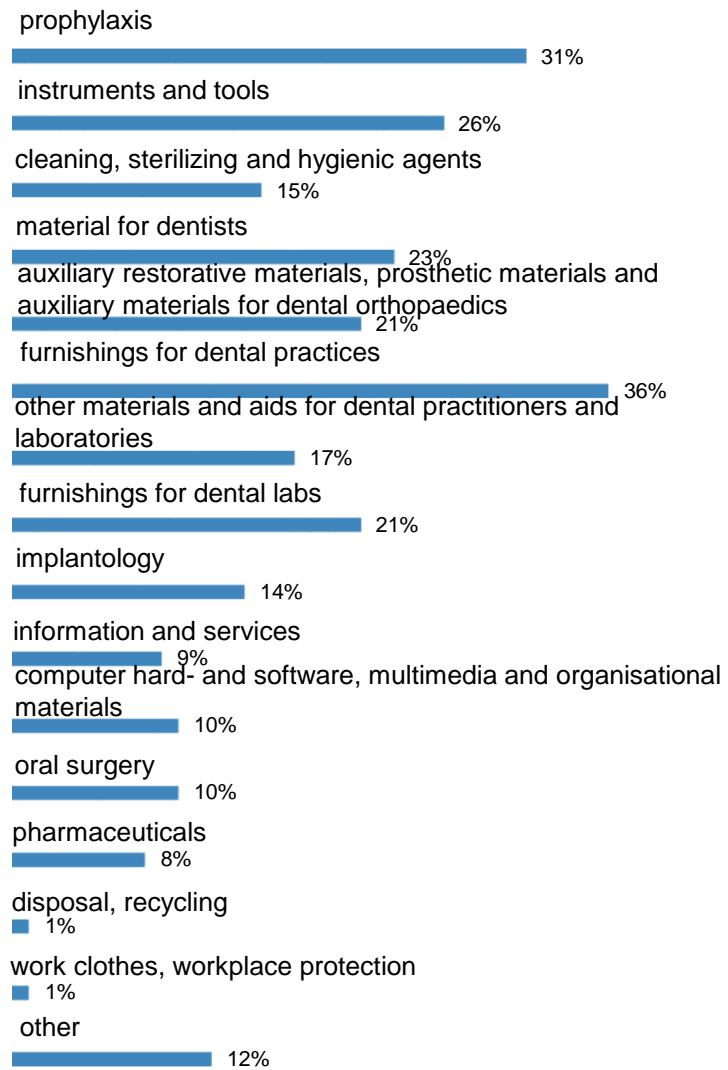
Visitor survey – General assesment

The trade visitors have given the trade fair excellent marks. Average rating of 1.8.



Exhibitor Survey – Exhibition Offer*

The exhibitors offer a wide range of products and services.



*multiple choice

Exhibitor Survey – Business Success Assessment

The market situation and the business location in Leipzig are rated very positive with average values of 2.1 respectively 1.9.



The representative survey occurred online and covers a sample of 78 asked exhibitors.