



Show Report 2017



Statistics

Fachdental achieved a positive result in all key figures.

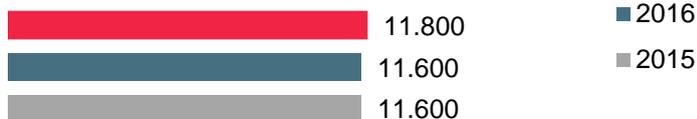
visitors



exhibitors



gross exhibition area in sqm



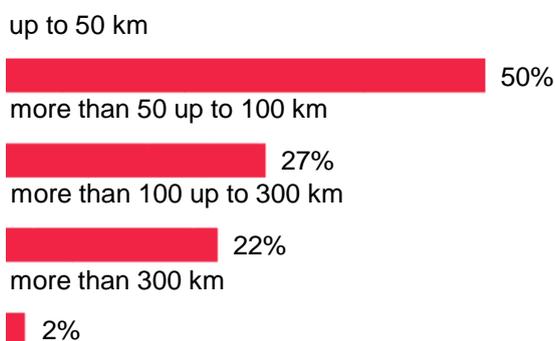
net exhibition area in sqm



Visitor Survey – Catchment Area

24% of the visitors came from more than 100 km distance.

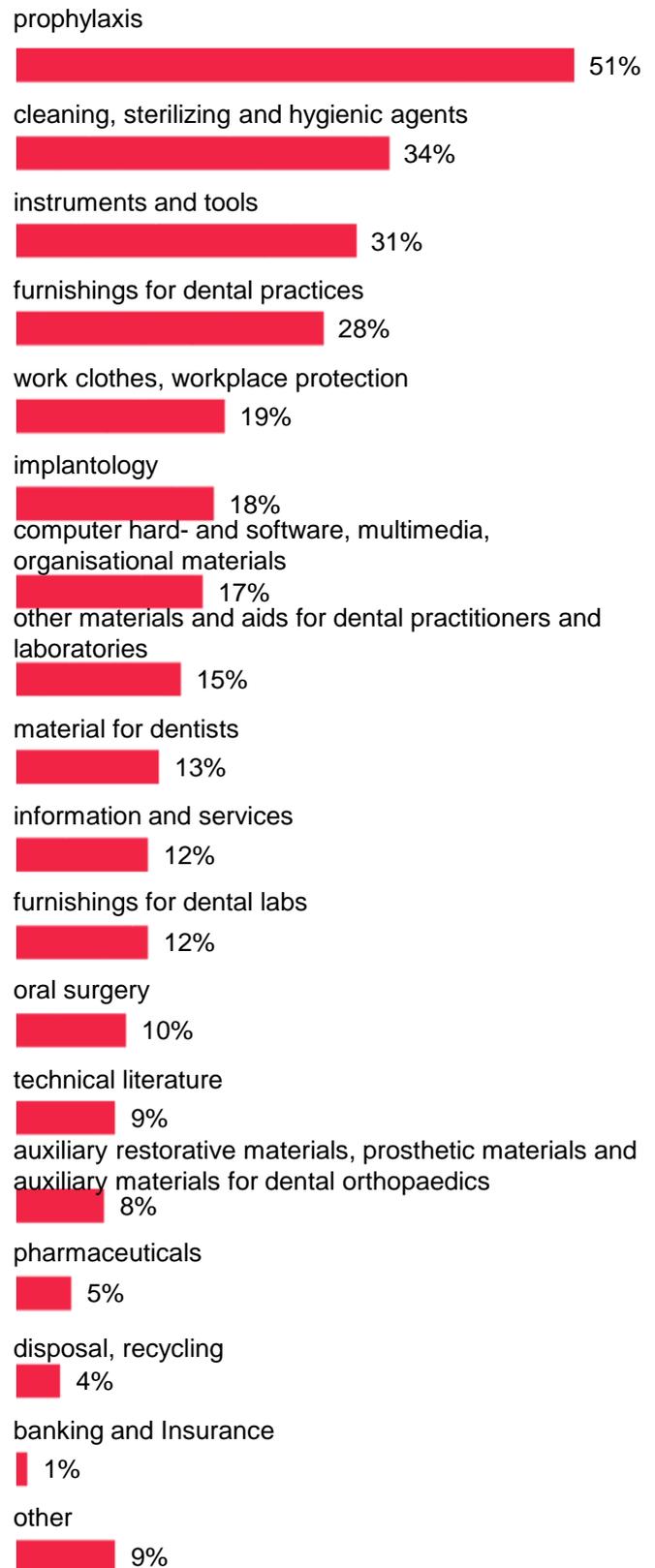
distance to residence





Visitor Survey – Interest in Exhibition Offer*

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

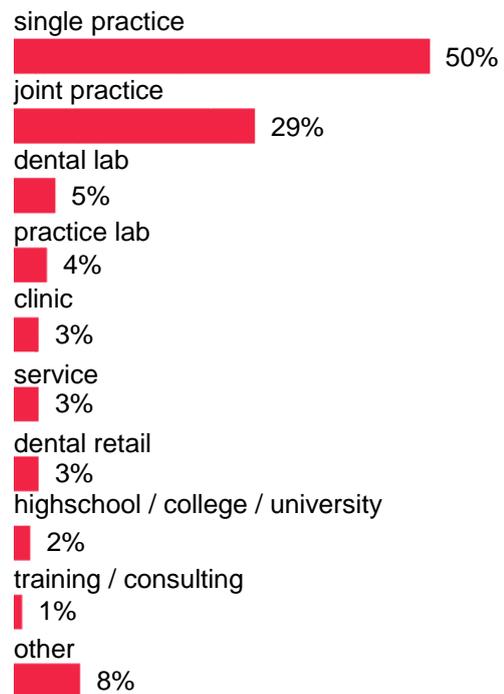


*multiple choice



Visitor Survey - Economic Sector*

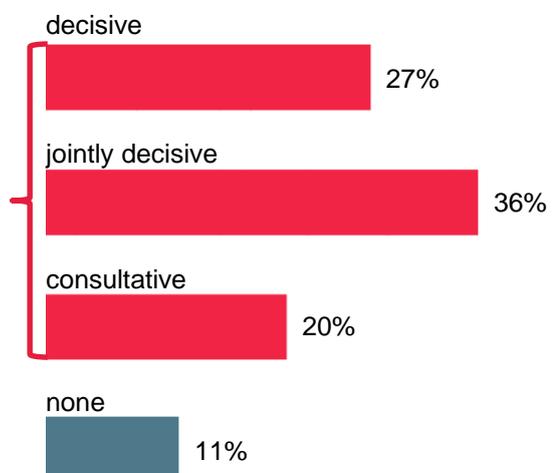
50% of the visitors work in single practices.



*multiple choice

Visitor Survey – Decision-making Competency*

83% of the visitors are involved in purchasing and procurement decisions.



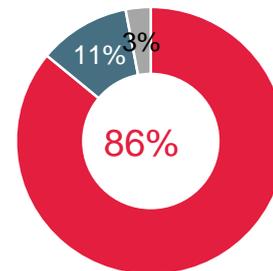
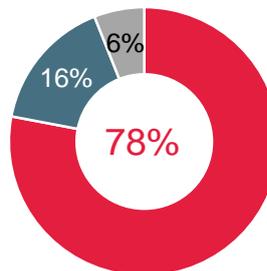
*difference to 100% = pupil / student / not working

The representative survey covers a sample of 360 asked visitors.



Visitor Survey – Intention of Revisitation & Intention of Recommendation

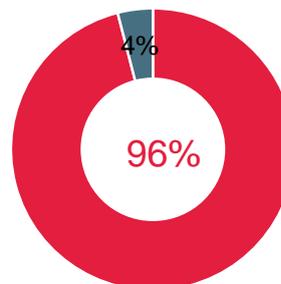
78% of the visitors are willing to visit Fachdental Leipzig again and 86% want to recommend Fachdental Südwest to others.



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

Visitor Survey – Importance of Fachdental Südwest

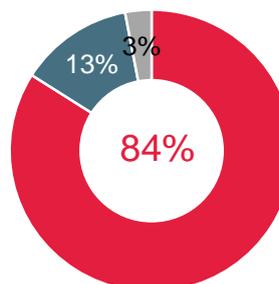
96% of the visitors expect a growing or constant importance of Fachdental Südwest.



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

Visitor Survey – General Assessment

The visitors rate the general assessment with an average of 1.9.

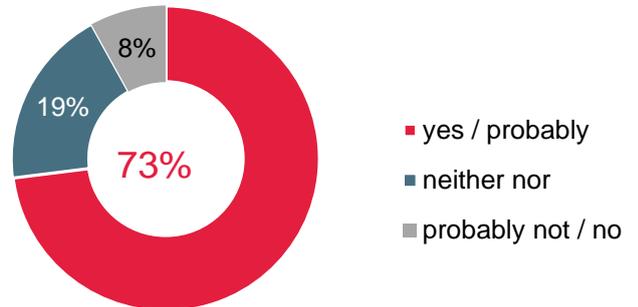


- very good / good
- moderate
- poor / very poor



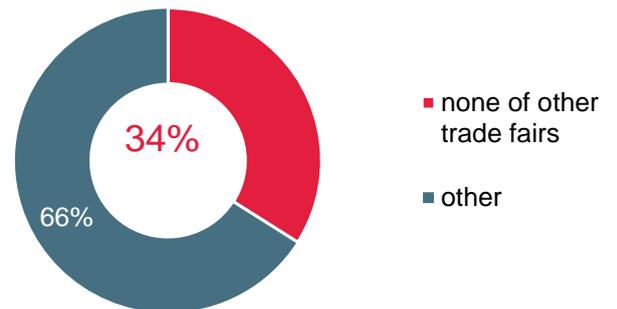
Visitor Survey – Completeness of Range Products

73% of the visitors rate the range products as complete.



Visitor survey – Visit of other Trade Fairs

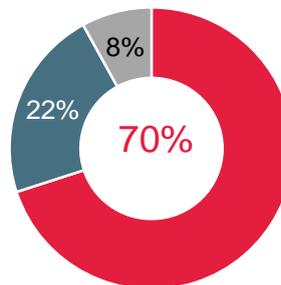
34% visit exclusively the Fachdental Südwest.





Exhibitor Survey – General Assessment

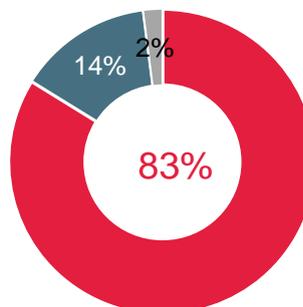
The exhibitors rated the general assessment with an average of 2.2.



- very good / good
- moderate
- poor / very poor

Exhibitor Survey – Intention of Recommendation

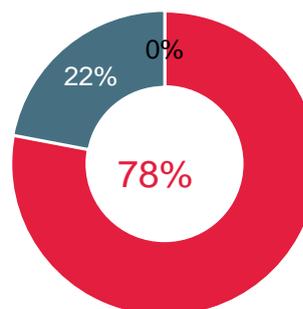
83% of the exhibitors want to recommend Fachdental Leipzig to others.



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

Exhibitor Survey – Intention to participate again

78% of the exhibitors are planning to exhibit again at the next Fachdental Südwest.

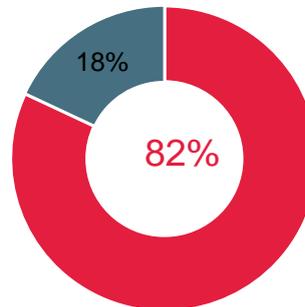


- yes
- not yet decided
- no



Exhibitor Survey – Importance of Branch of Industry

82% of the exhibitors expect a growing or constant importance of Fachdental Südwest.



■ importance will increase / importance will remain stable

■ importance will decrease

Exhibitor Survey – Business Success Assessment

market situation of industry



business location BaWü



expertise of the trade visitors



■ very good / good

■ moderate

■ poor / very poor