



Show report

2024

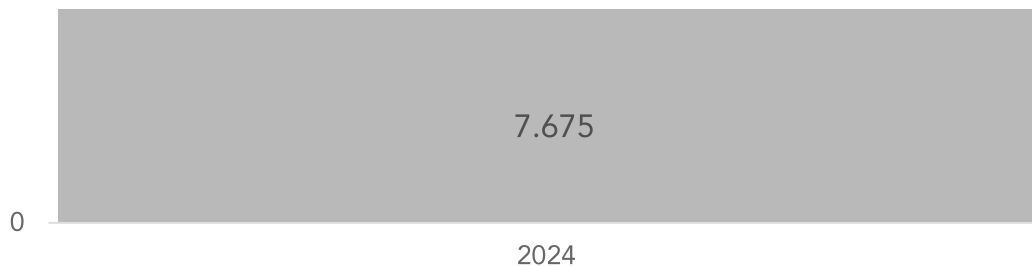


Statistics

276 exhibitors showed their products and services to 7,675 interested visitors on an area of 9,965 sqm.

Visitors

10.000



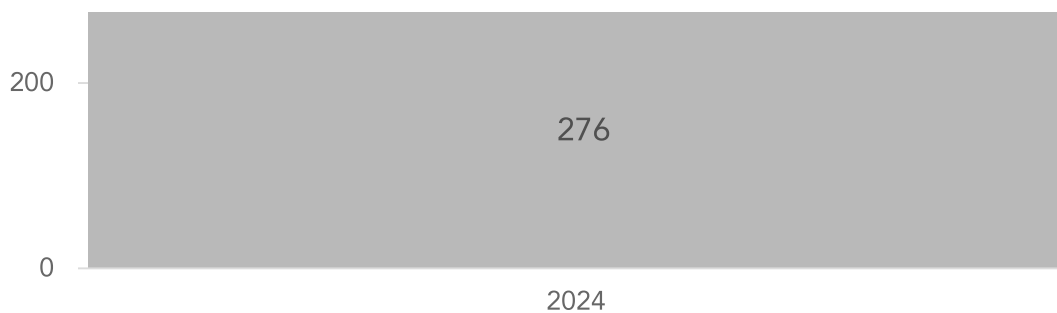
Exhibitors

200

0

276

2024



Net exhibition area in sqm

15.000

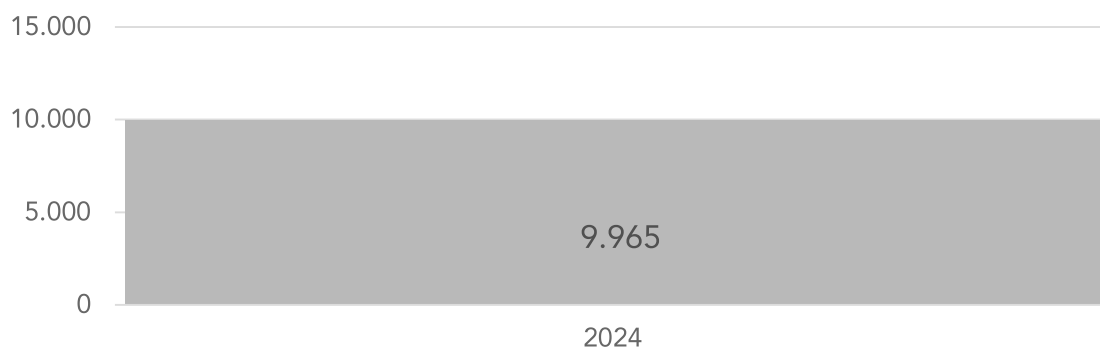
10.000

5.000

0

9.965

2024

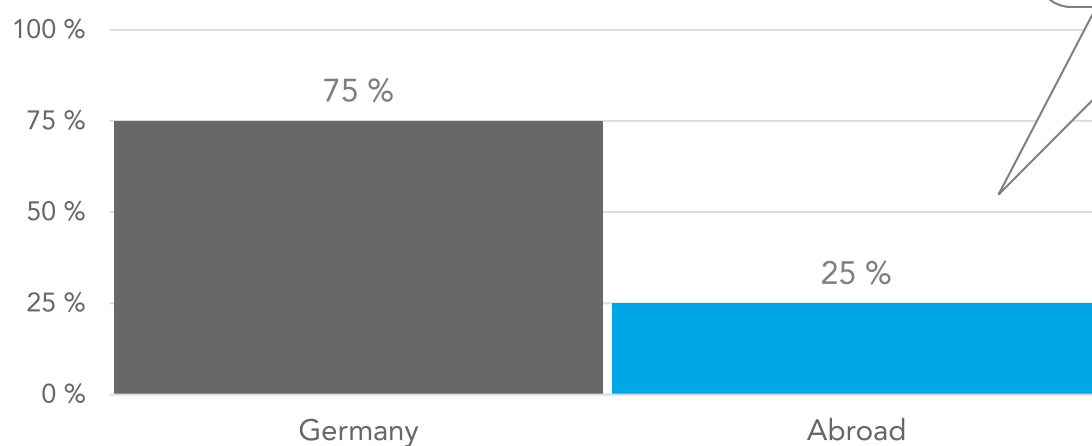




visitor survey

Visitors

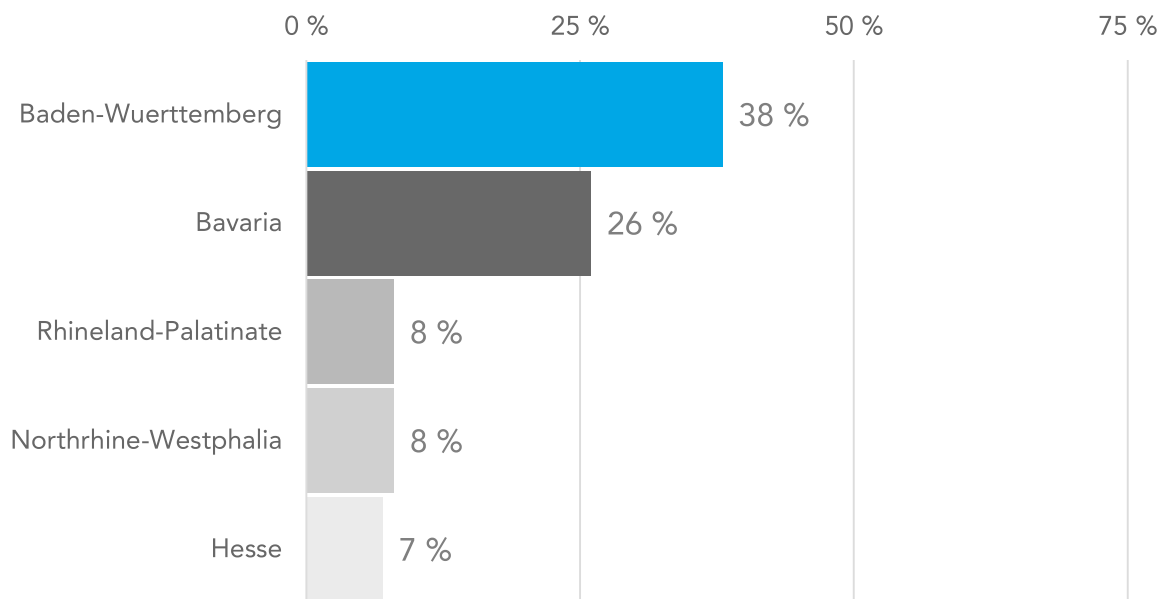
Foreign share



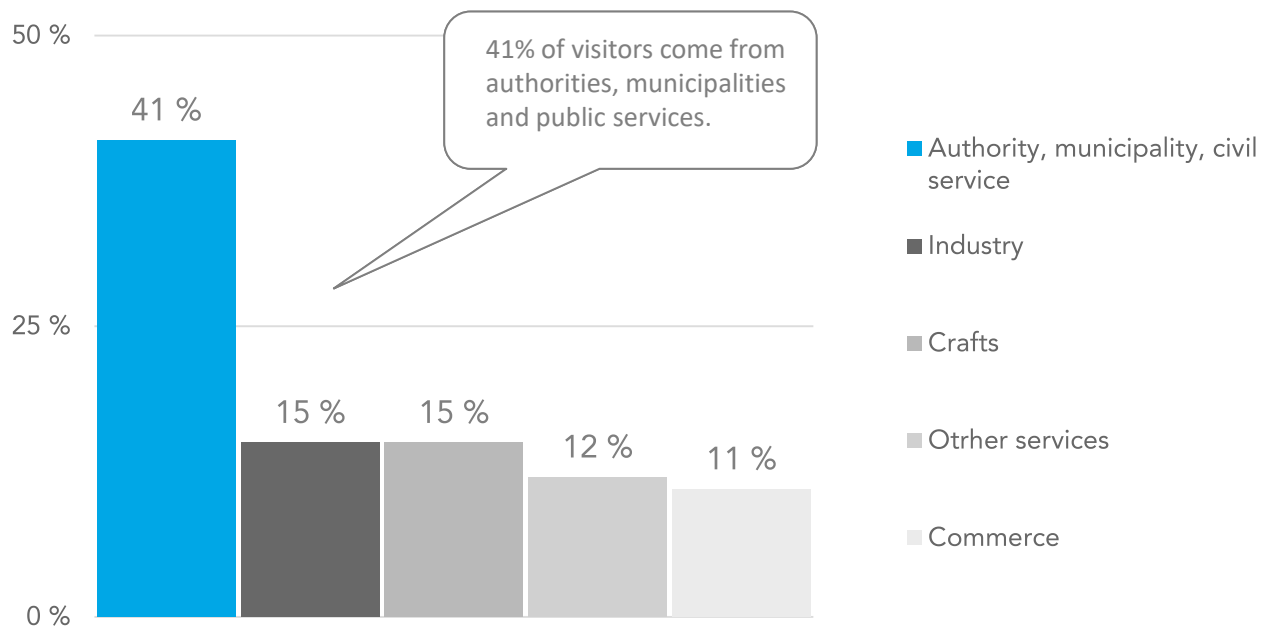
Interbad's foreign share is 25%. Most of the visitors come from Switzerland, Austria and Italy.



Visitors – Federal state TOP 5



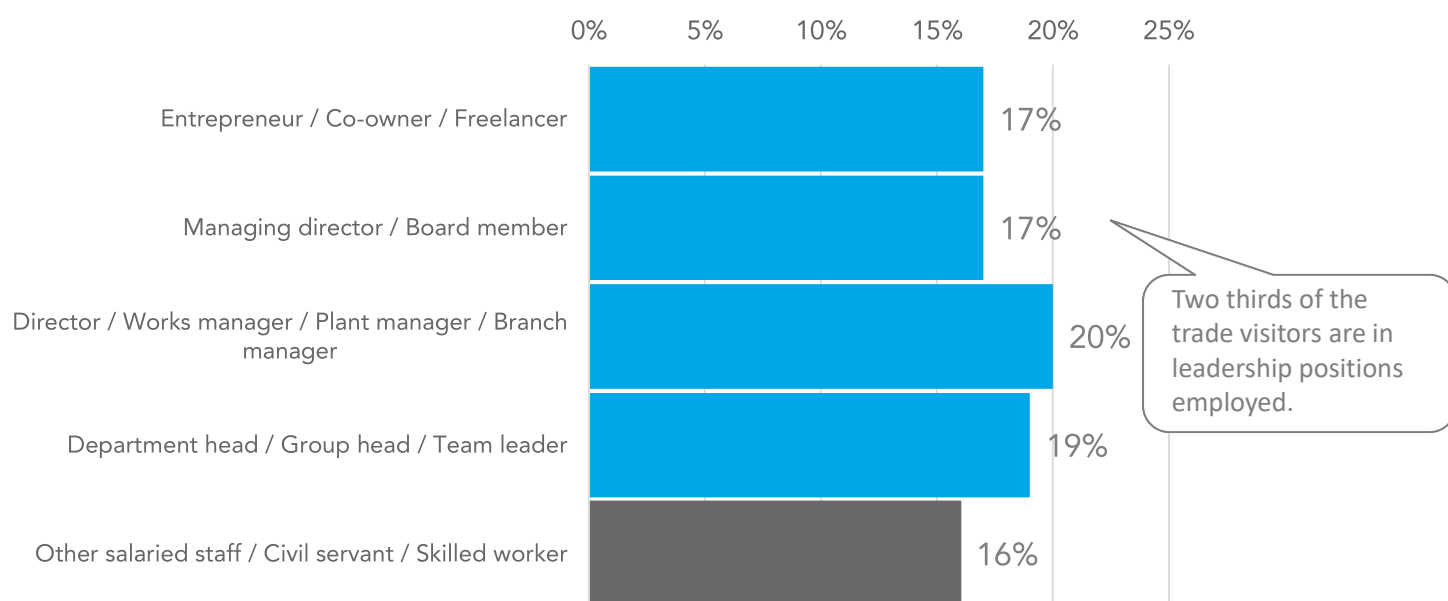
Visitors – Economic sector TOP 5*



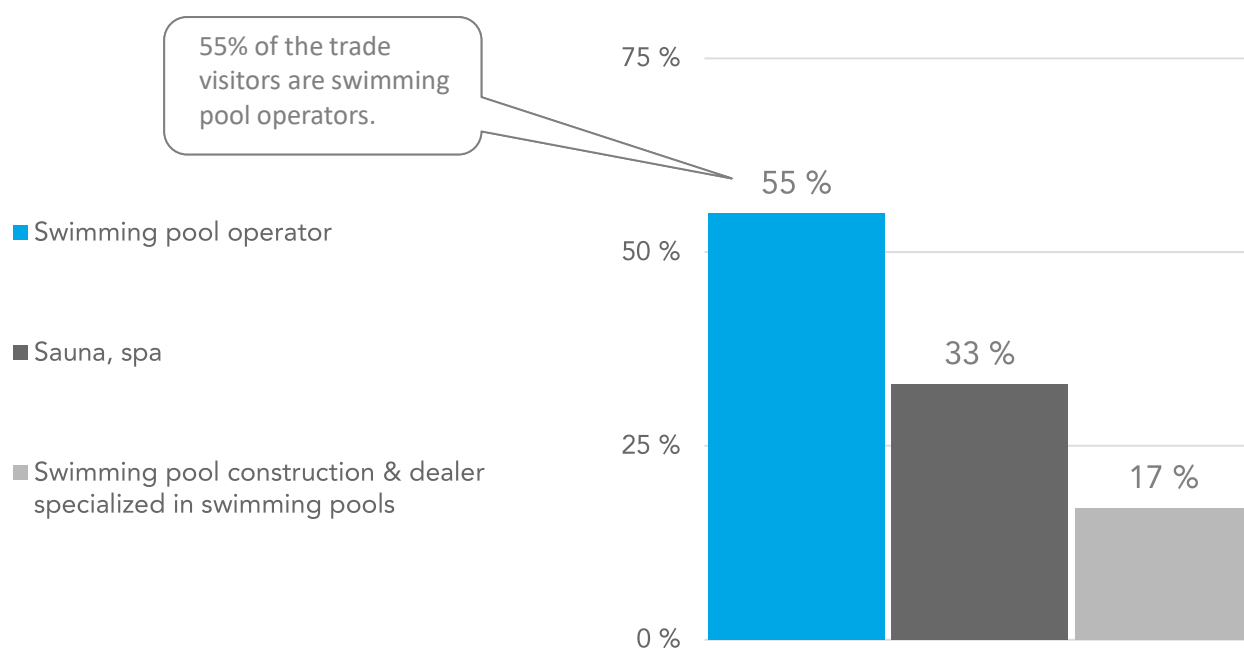
*multiple mention



Visitors – Position in company

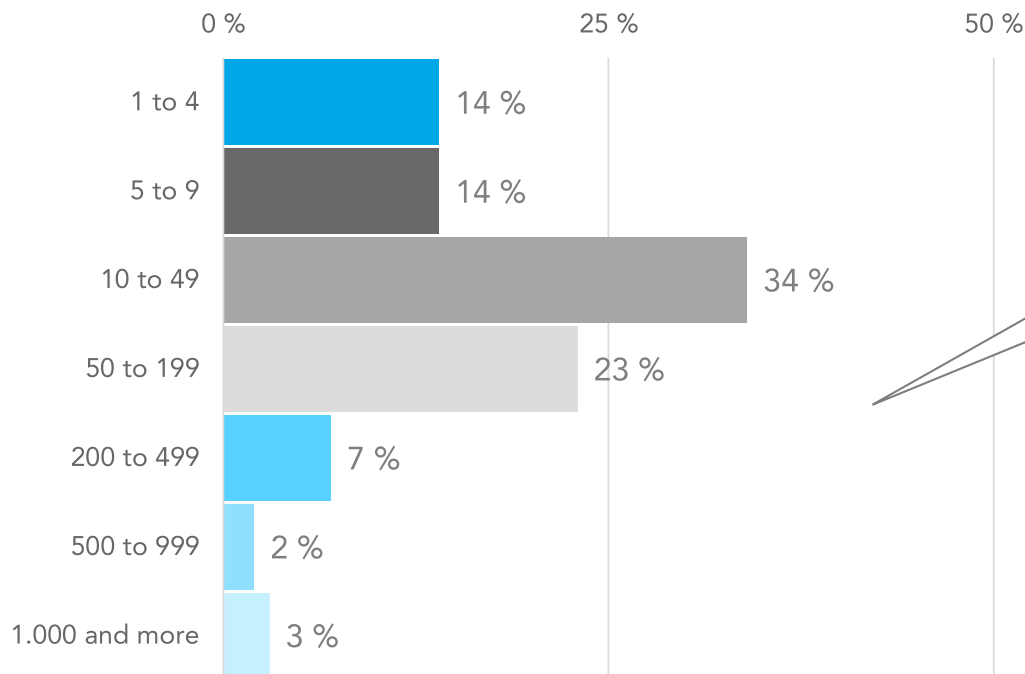


Visitors – Visitor group TOP 3



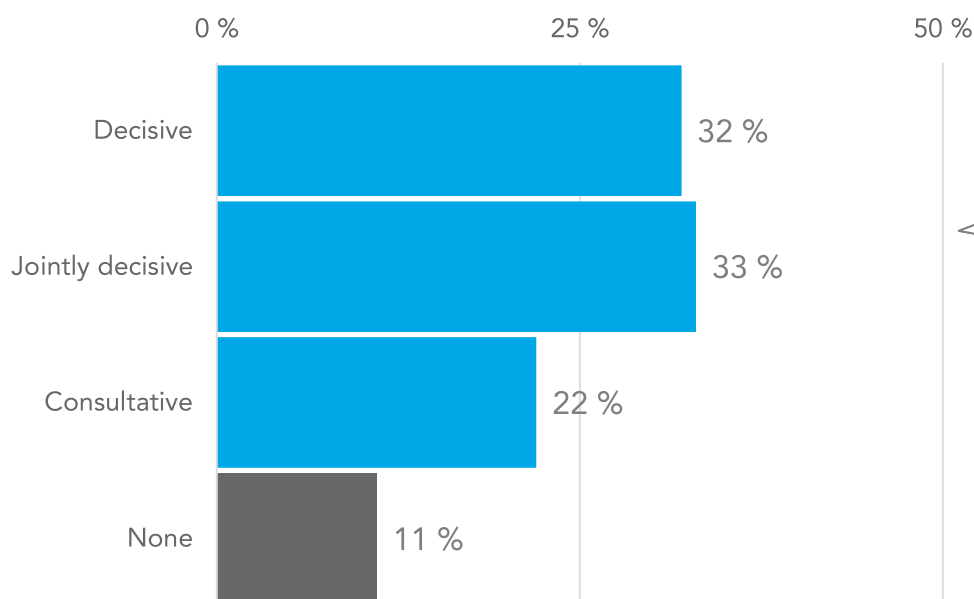


Visitors – Company size



69% of visitors work in companies with over 10 employees.

Visitors – Decision-making competency*

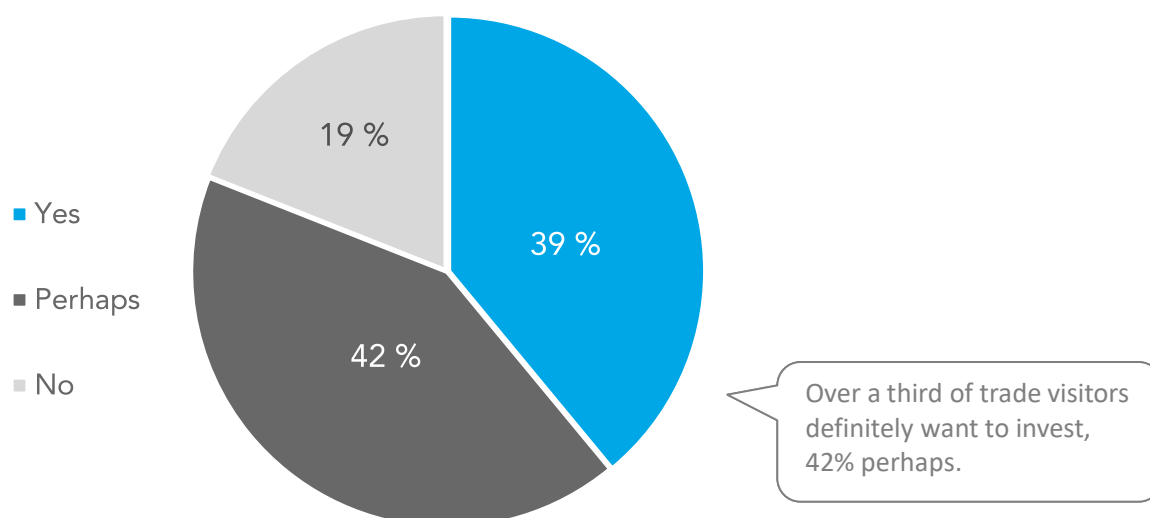


87% of interbad visitors are involved in purchasing and procurement decisions.

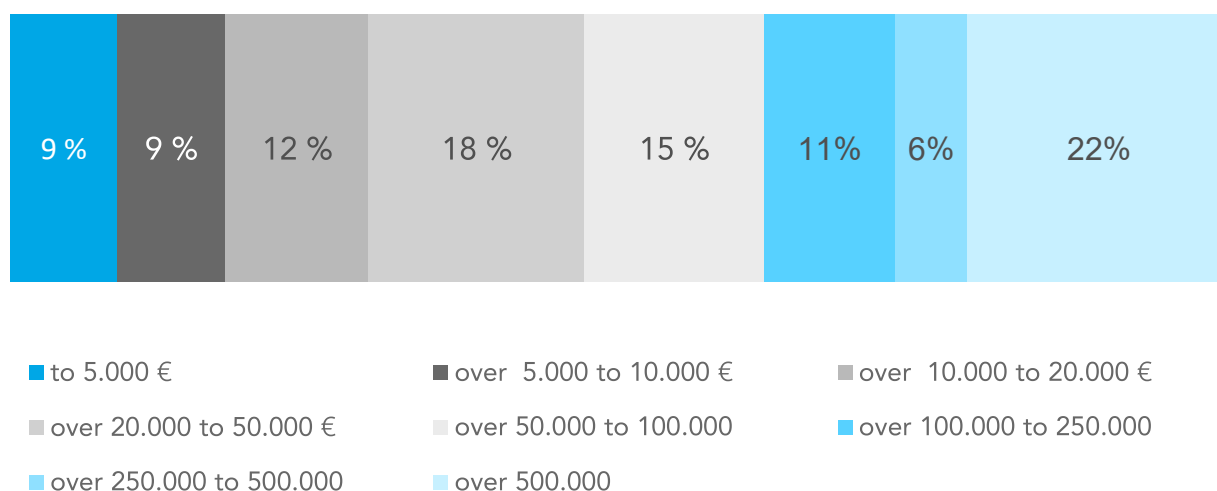
*difference to 100% = pupil / student / not working



Visitors – Investment and/or purchase intention



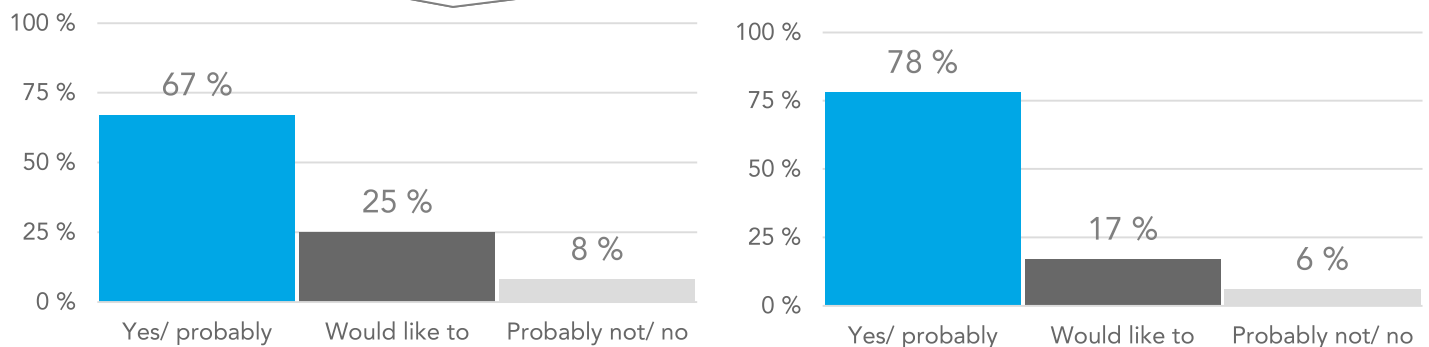
Visitors – Investment and purchase volume





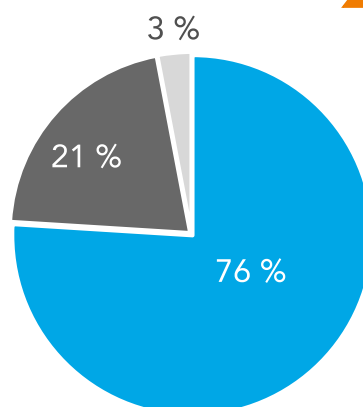
Visitors – Intention of revisitation and Intention of recommendation

67% of visitors would visit interbad again and 78% would recommend it to others.



Visitors – General assessment

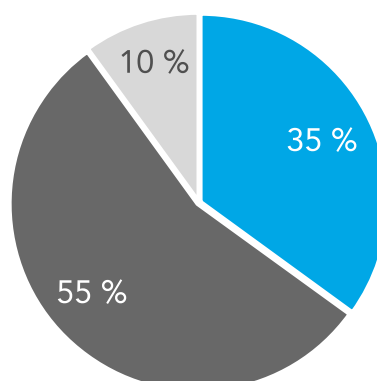
The visitors give interbad a school grade of 2.1.



- Very good/ good
- Moderate
- Poor/ very poor

Visitors – Importance

- Will increase
- Remain the same
- Will decrease

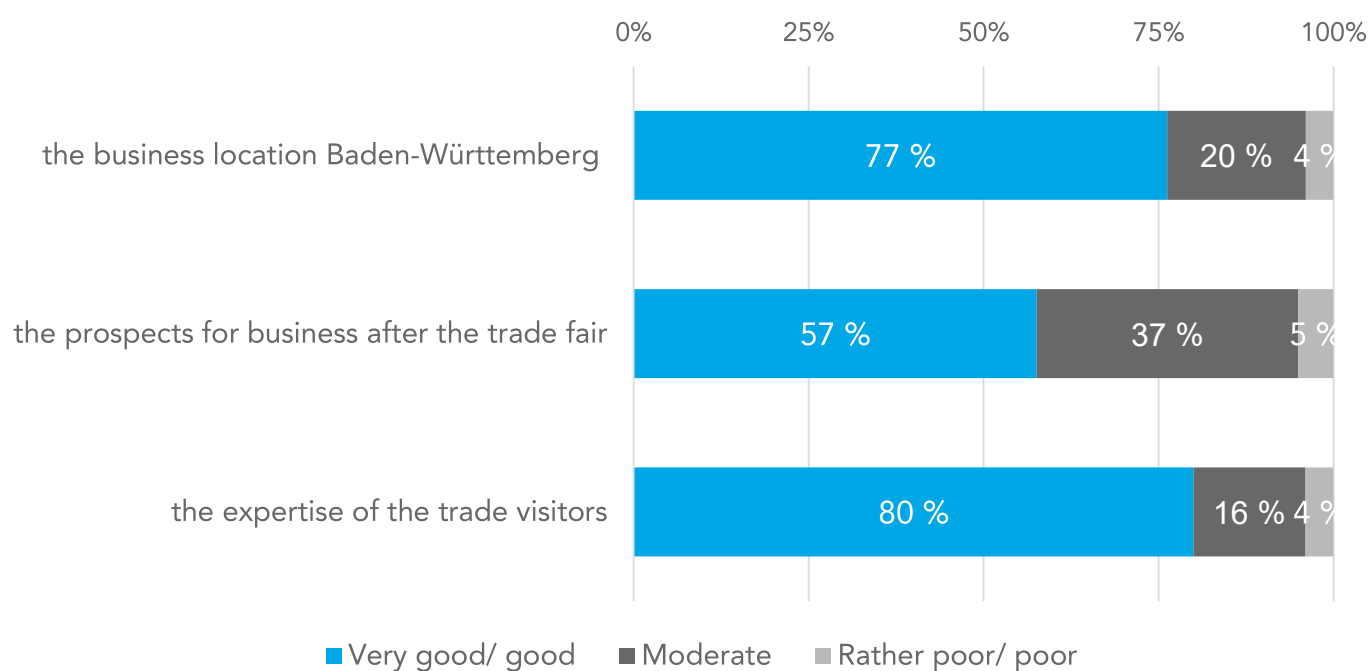


35% of visitors see the importance of interbad as continuing to increase in the future.



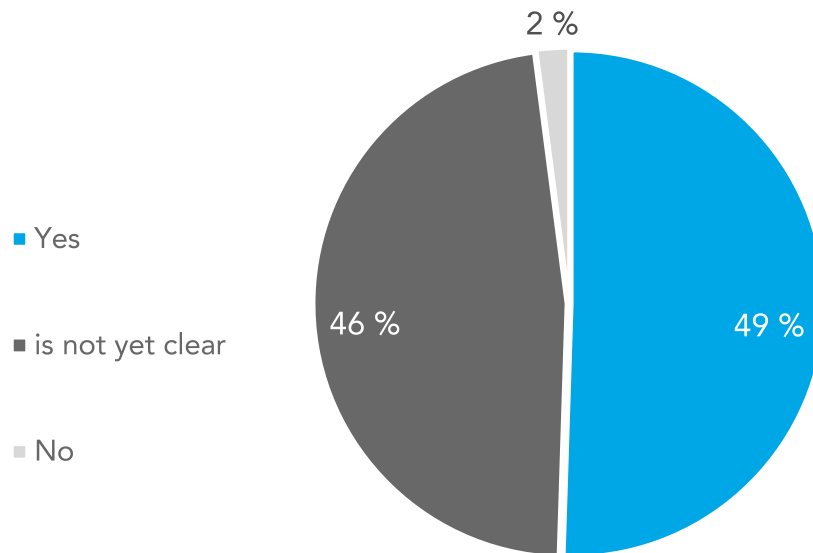
exhibitor survey

Exhibitors – Assessment of the success of the trade fair





Exhibitors – Intention to reissue *



*Difference to 100%: Someone else in the company decides

Exhibitors – Intention of recommendation

