

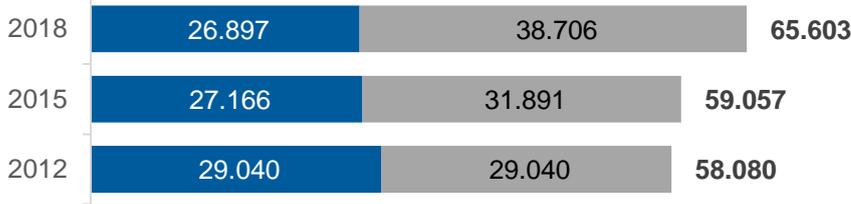


Show report 2018

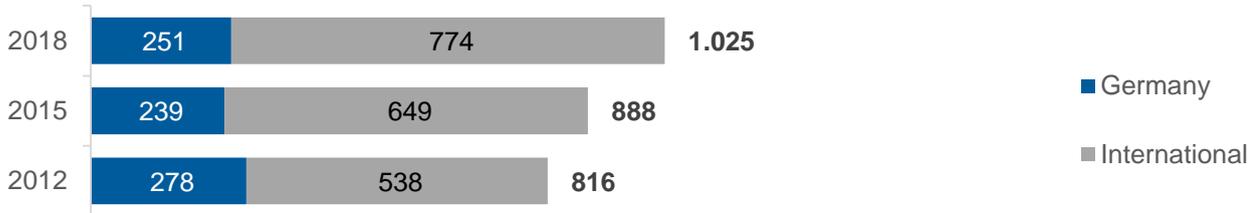


Statistics

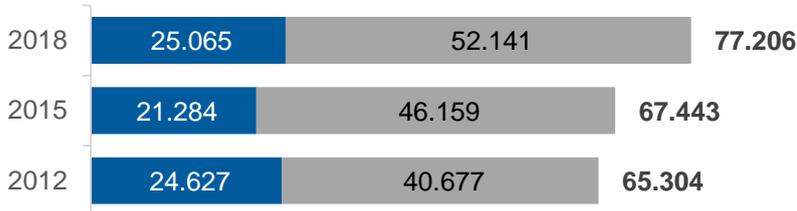
Visitors



Exhibitors



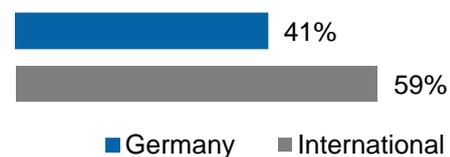
Net exhibition area in sqm



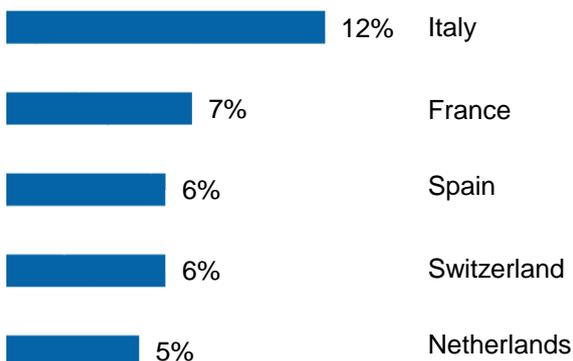
Visitor survey – Origin of visitors

Altogether visitors from 149 nations participated in R+T 2018

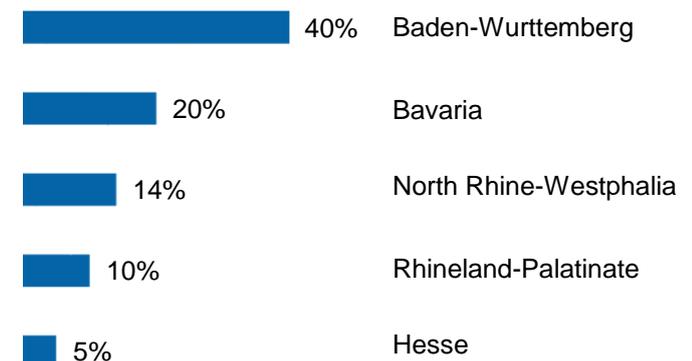
Foreign country share



Top 5 countries



TOP 5 federal states

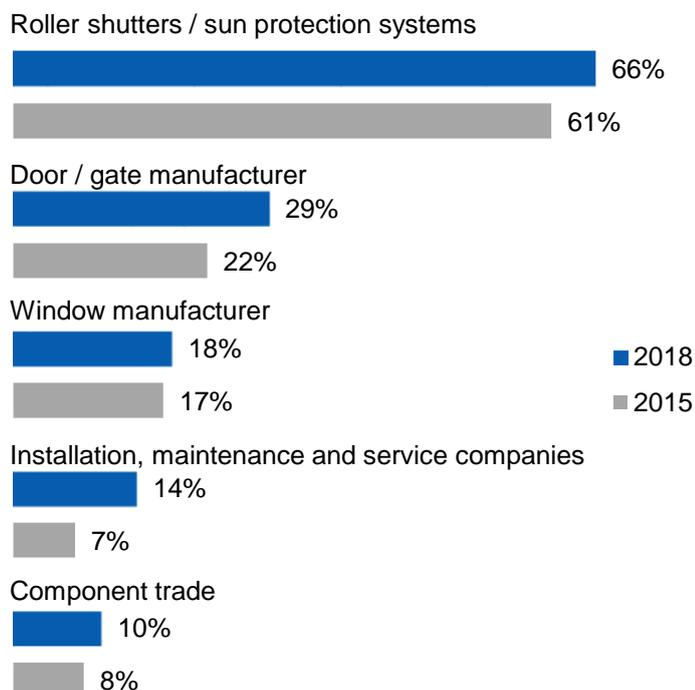


The representative survey covers a sample of 1.470 asked people.



Visitor survey – Branch of industry TOP 5*

Two thirds of R+T visitors state to be employed in the roller shutters and sun protection industry



*multiple choice

Visitor survey – Position in company

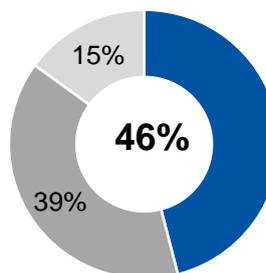
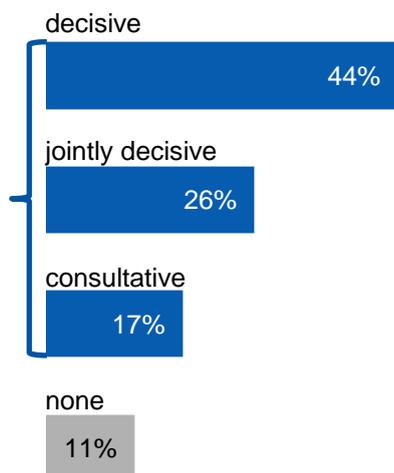
76% of the trade fair visitors hold a managerial position





Visitor survey – Decision-making competency & Intention to invest

87% of R+T visitors are directly involved in investment decisions



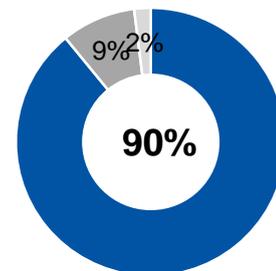
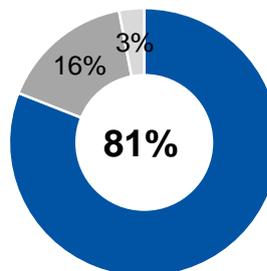
Every second decision-maker has concrete purchase intentions.

■ yes ■ perhaps ■ no

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

Visitor survey – Intention of revisitation & Intention of recommendation

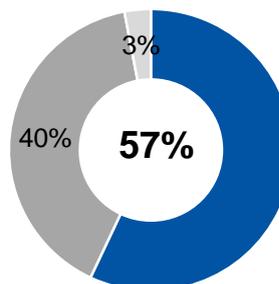
81% of visitors would visit R+T 2021 again and 90% would recommend the industry event to others



■ yes / rather yes ■ perhaps
■ probably not / no

Visitor survey – Importance of R+T

For the visitors it is quite clear: R+T remains the world's leading trade fair for roller shutters, gates and sun protection systems! 57% state that the importance will increase

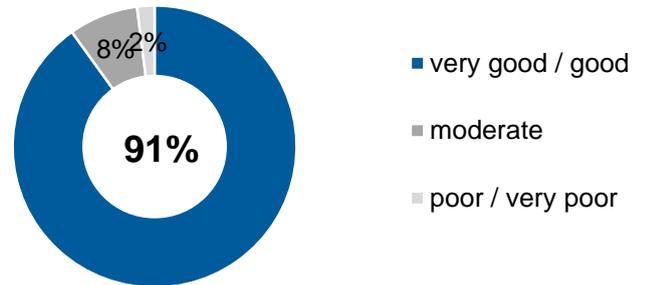


■ Importance will increase
■ Importance will remain stable
■ Importance will decrease



Visitor survey – General assessment

R+T visitors have once again given the trade fair excellent marks. Average rating of 1.8



Visitor survey – Interest in the exhibition offer TOP 10

Roller shutters



Awnings



Exterior Venetian blinds, gathering blinds



Internal sun protection systems



Gates



Drive and control systems



Window shutters



Doors



Windows



Technical textiles





Exhibitor survey – Range of products (TOP 10)

Roller shutters



Internal sun protection systems



Drive and control systems



Awnings



Technical textiles



Exterior Venetian blinds, gathering blinds



Gates



Doors



Window shutters

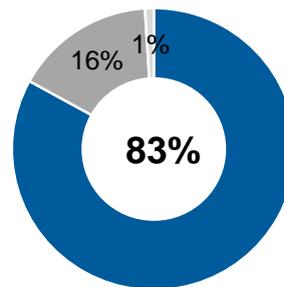


Windows



Exhibitor survey – General assessment

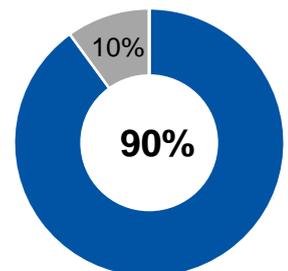
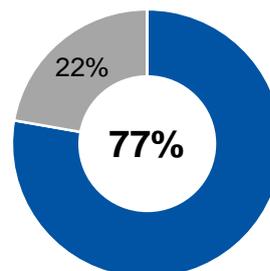
The exhibitors evaluate R+T 2018 with 1.9 on average



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

Exhibitor survey – Returning exhibitors and recommendation

Three out of four exhibitors definitely plan to exhibit again at R+T 2021.
90% would recommend the trade fair to others.

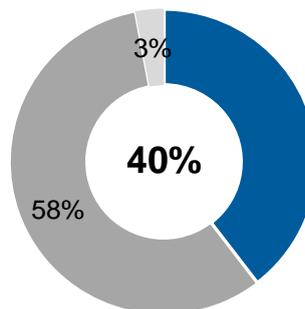


- yes / rather yes
- perhaps
- rather no / no



Exhibitor survey – Importance for the industry

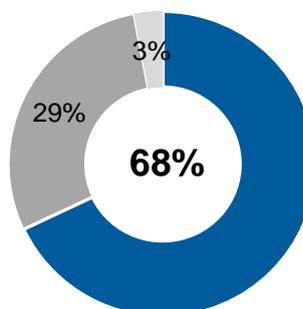
For the exhibitors R+T is a firm feature in the exhibitor calendar. 40% see an increasing importance of R+T in the future



- Importance will increase
- Importance will remain stable
- Importance will decrease

Exhibitor survey – Achieved objectives

97% of all exhibitors are satisfied with the achievement of their trade fair objectives. Only 3% did not achieve their trade fair objectives



- completely / rather achieved
- partly achieved
- rather not achieved / not at all

Exhibitor survey – Assessment of trade fair success

For exhibitors, R+T was a success right down the line. Not only the expertise and number of visitors were satisfying, also the prospects for business after the trade fair are well rated

