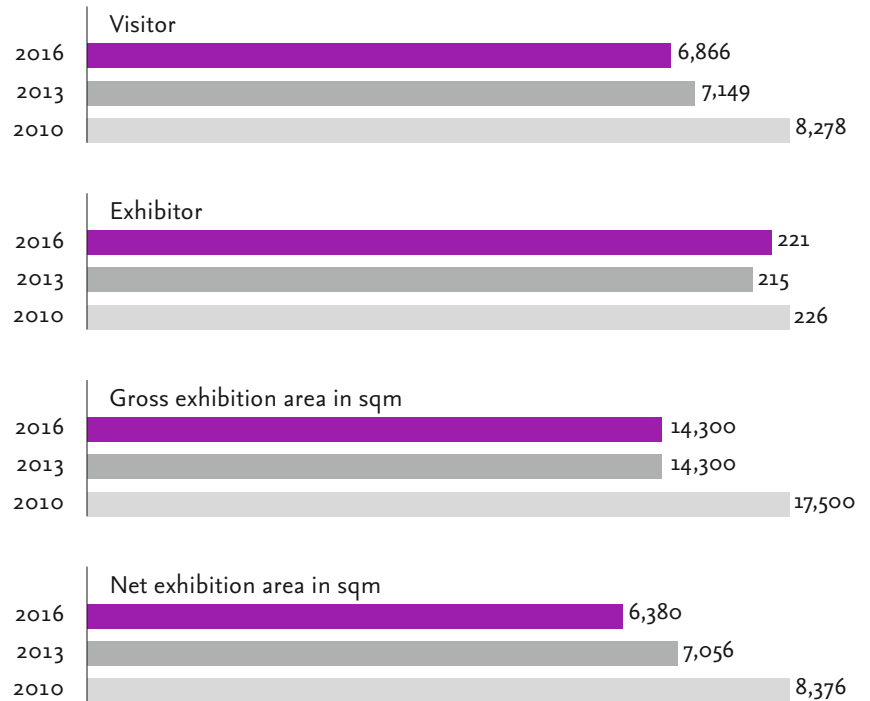




Show report 2016

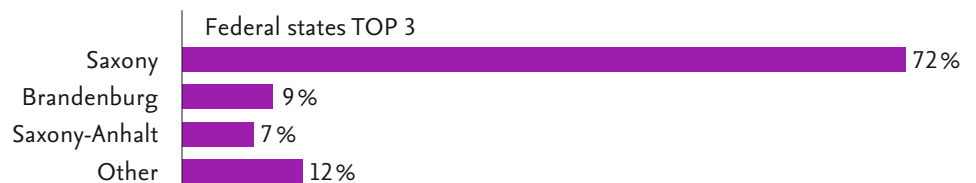
Statistics

This year 221 exhibitors presented their products and services in an area of 14,300 sqm for 6,866 interested visitors.



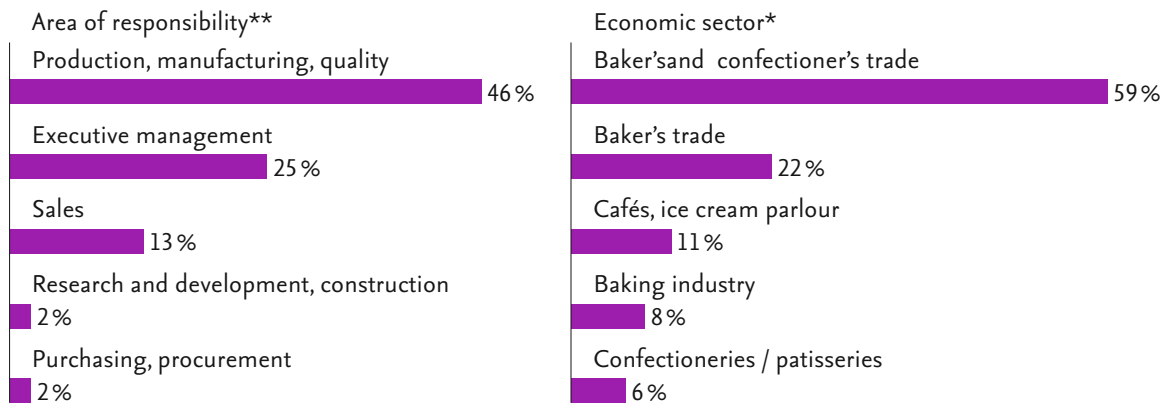
Visitor survey – Catchment area

The visitors came from different federal states, especially Saxony, Brandenburg and Saxony-Anhalt.





Visitor survey – Area of responsibility TOP 5 and Economic sector



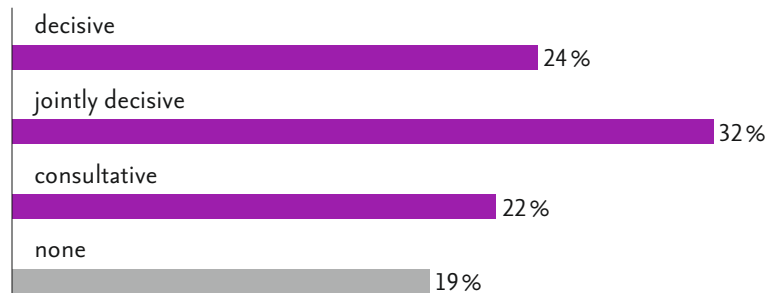
**difference to 100% = pupil / student / not working

*Multiple choice

Visitor survey – Decision-making competency*

78 %

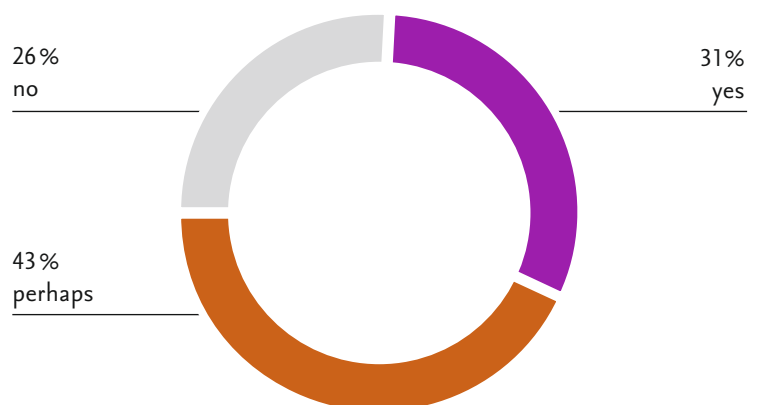
of SACHSENBACK visitors are directly involved in investment decisions.



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

Visitor survey – Investment / purchase intention

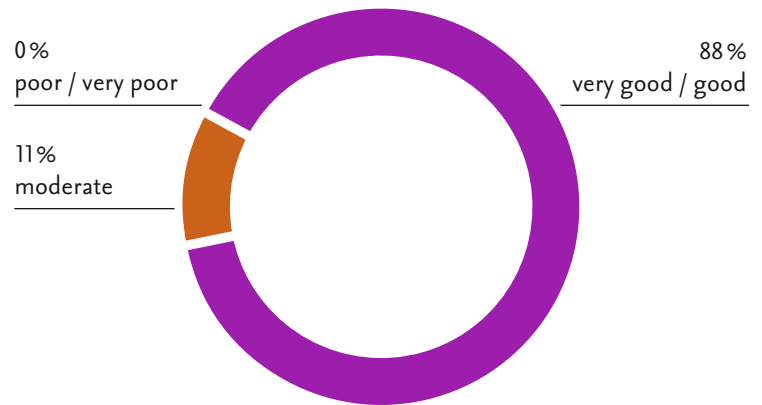
About one third of the SACHSENBACK trade visitors definitely want to invest.





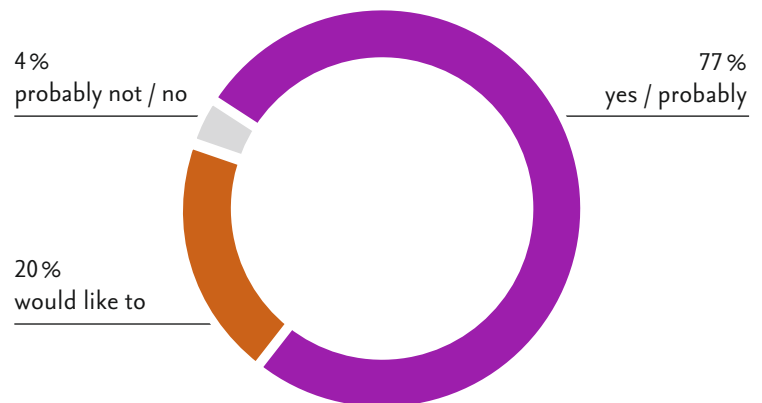
Visitor survey – General assessment

A very good overall rating for SACHSENBACK: The visitors give the mark 1.9.

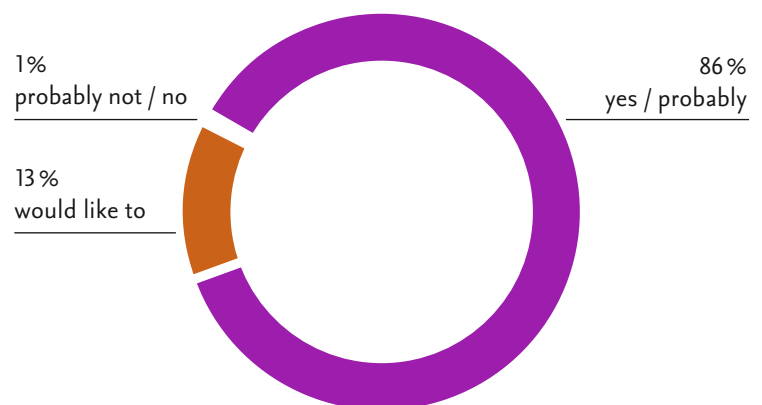


Visitor survey – Intention of revisitation & Intention of recommendation

77 %
of the visitors want to visit SACHSENBACK again.



86 %
want to recommend it to others.

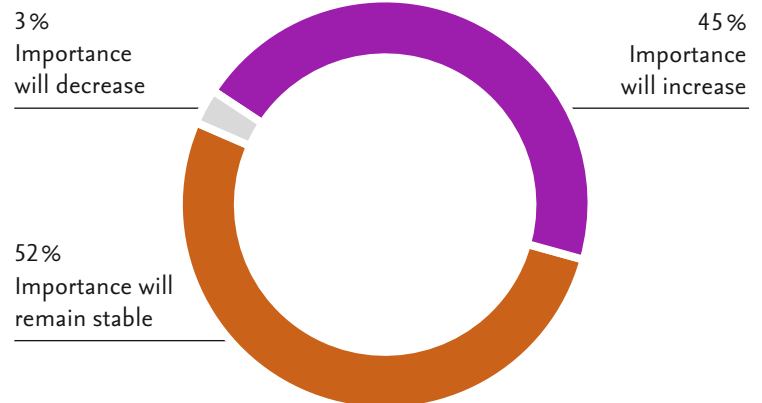




Visitor survey – Importance of the SACHSENBACK fair

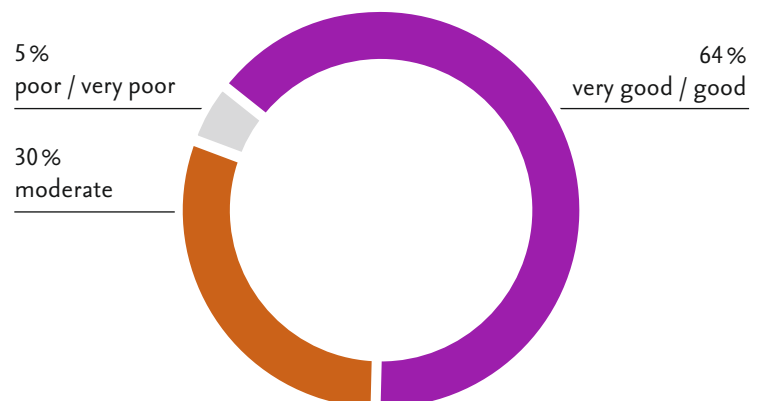
45 %

of the visitors assess the importance of SACHSENBACK as increasing.



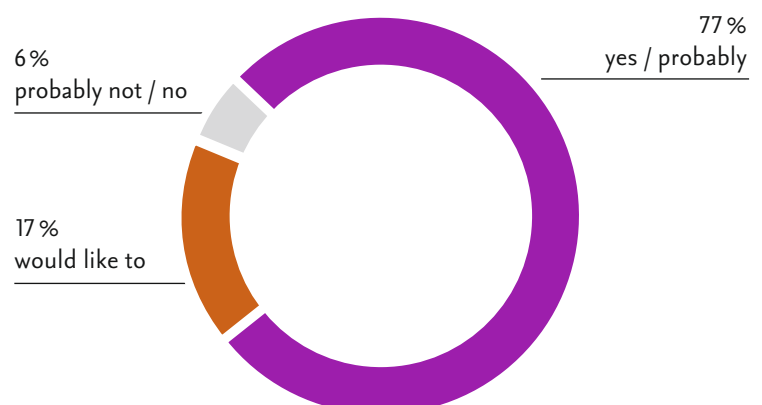
Exhibitor survey – General assessment

The exhibitors evaluate SACHSENBACK 2016 with 2.3 on average.



Exhibitor survey – Intention of recommendation

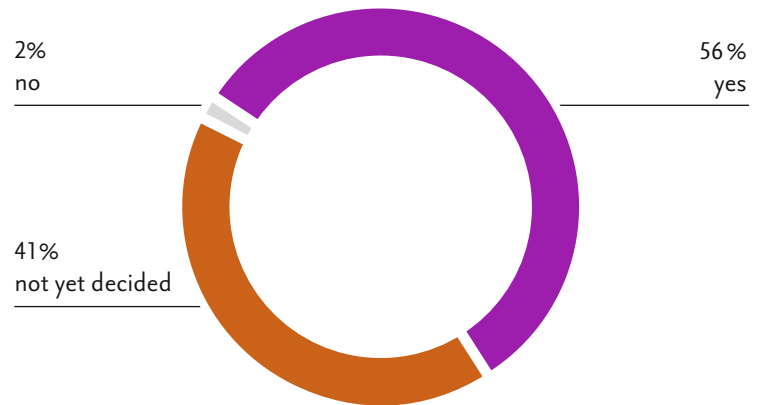
Three quarters of the exhibitors will recommend SACHSENBACK to others.





Exhibitor survey – Intention to participate again

More than half of the visitors intend to participate at next SACHSEN-BACK 2019.



Exhibitor survey – Quality of the trade visitors

Two thirds of the exhibitors rate the quality of the trade visitors as good or very good.

