

The logo for TecStyle Visions, featuring the text "TecStyle Visions" in white on a dark grey, irregularly shaped background. To the right of the text is a large, stylized letter "V" composed of two overlapping shapes: a dark red one in the background and an orange one in the foreground.

**TecStyle
Visions**

Show report 2023



Statistics

This year 164 exhibitors showed their products and services on an area of 20,000 sqm to 9,927 interested visitors.*

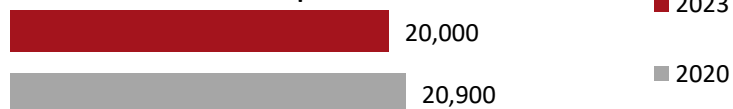
Visitors



Exhibitors



Gross exhibition area in sqm



Net exhibition area in sqm

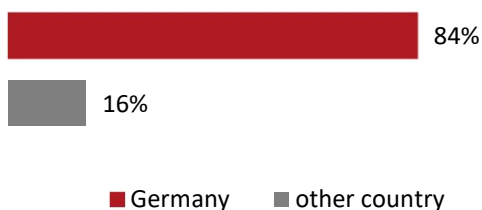


*Total number of visitors to EXPO 4.0: 11,795

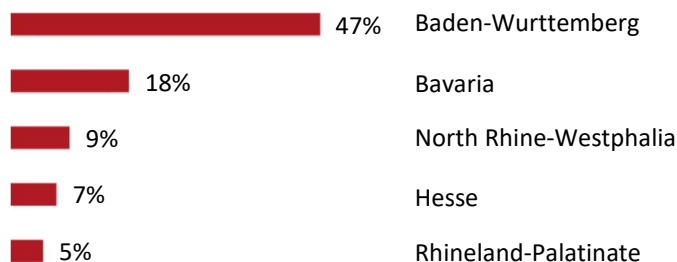
Visitor survey - catchment area

The visitors of TecStyle Visions mainly come from Germany, Austria and Switzerland. Southwest Germany is strongly represented.

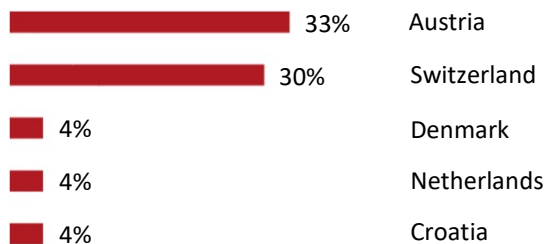
Germany / other country



Federal states – TOP 5



Origin of international visitors – TOP 3



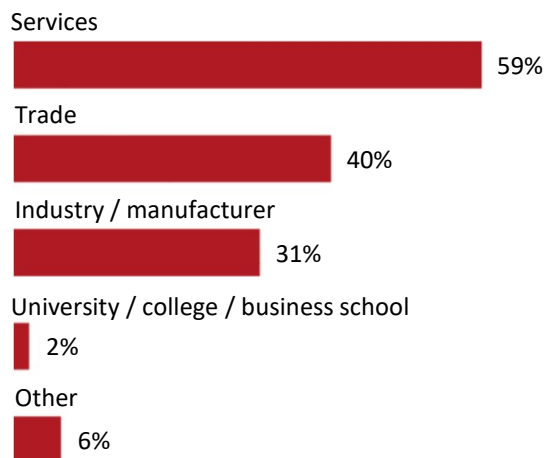
The representative survey covers a sample of 504 visitors.



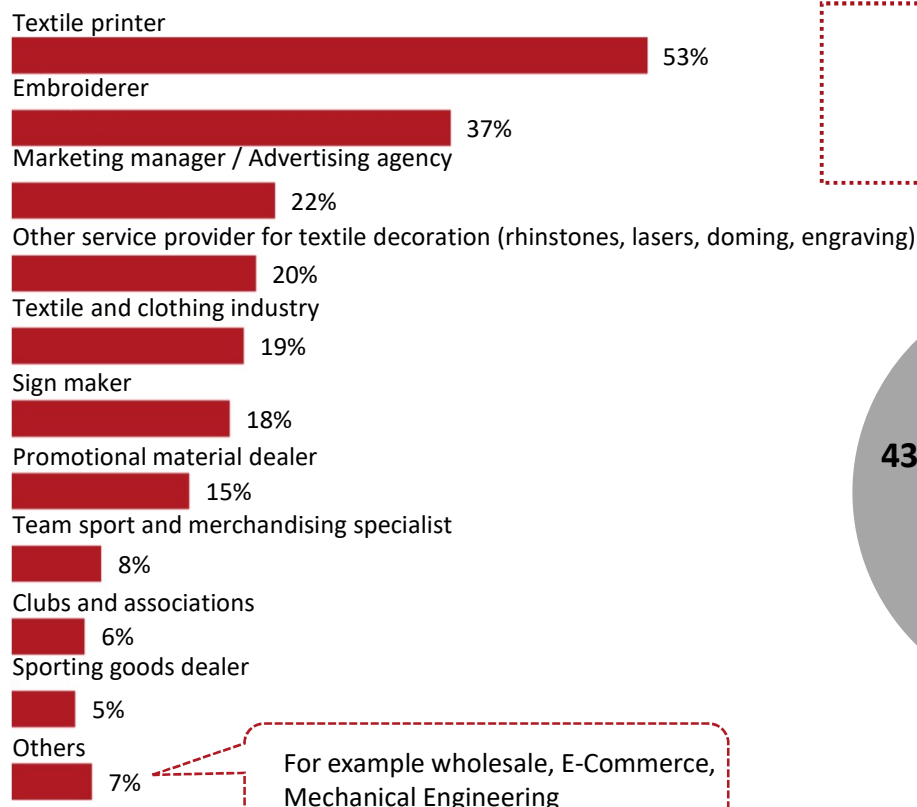
Visitor Survey - economic sectors*

Services are the most strongly represented economic sector. Almost every third person comes from the industrial and / or manufacturing sector.

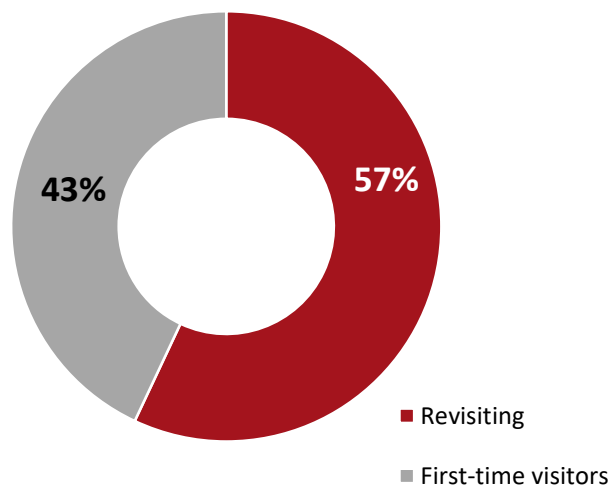
*Multiple answers possible



Visitor survey - groups* and type



43 % visited the TecStyle Visions for the first time.

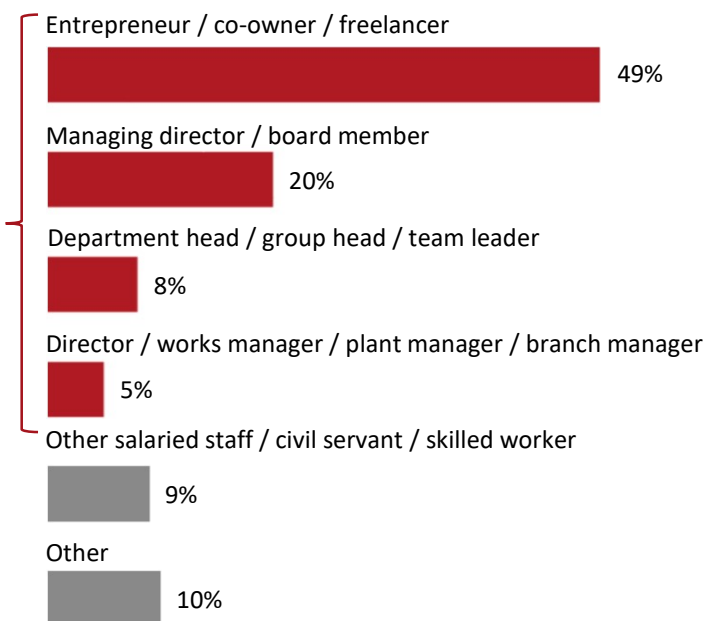


*Multiple answers possible



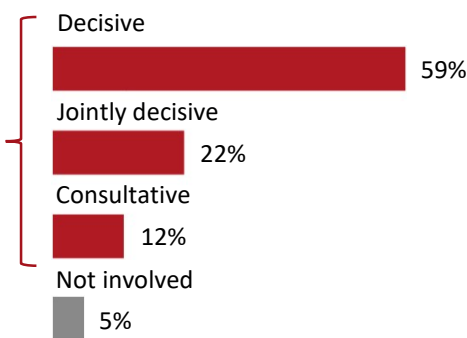
Visitor survey – position in company

82% of TecStyle Visions visitors work in a managerial position.



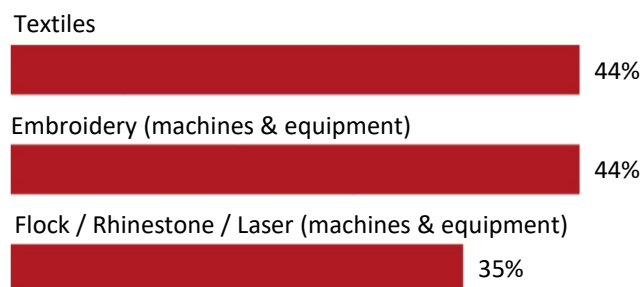
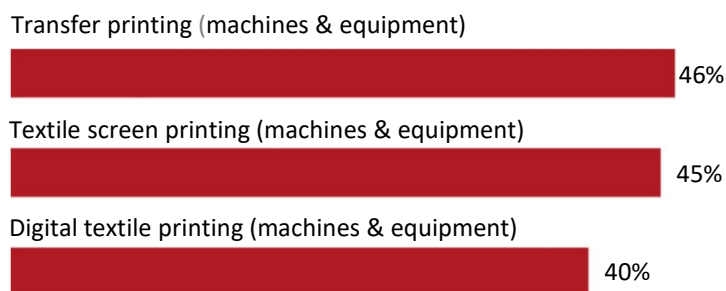
Visitor survey - decision-making powers*

93% of visitors are directly involved in investment decisions.



* Difference to 100% = pupil, student, other not working

Visitor survey – interest in products and services top answers*

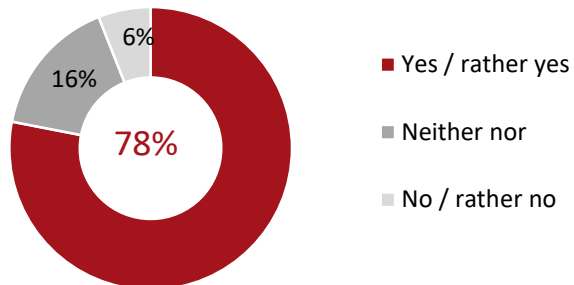


*Multiple answers possible



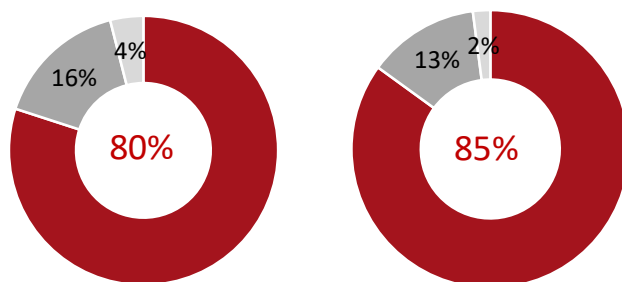
Visitor survey - completeness of the range of products and services

The offer is perceived as complete or almost complete by 78% of the visitors.



Visitor survey – returning visitors and recommendation

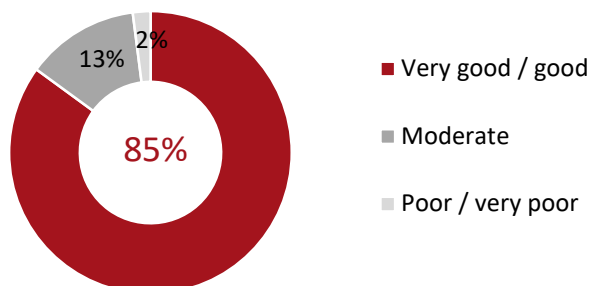
Four out of five visitors want to visit TecStyle Visions again in 2025.
85% would recommend TecStyle Visions to others.



■ Yes / rather yes ■ Perhaps ■ No / rather no

Visitor survey – general assessment

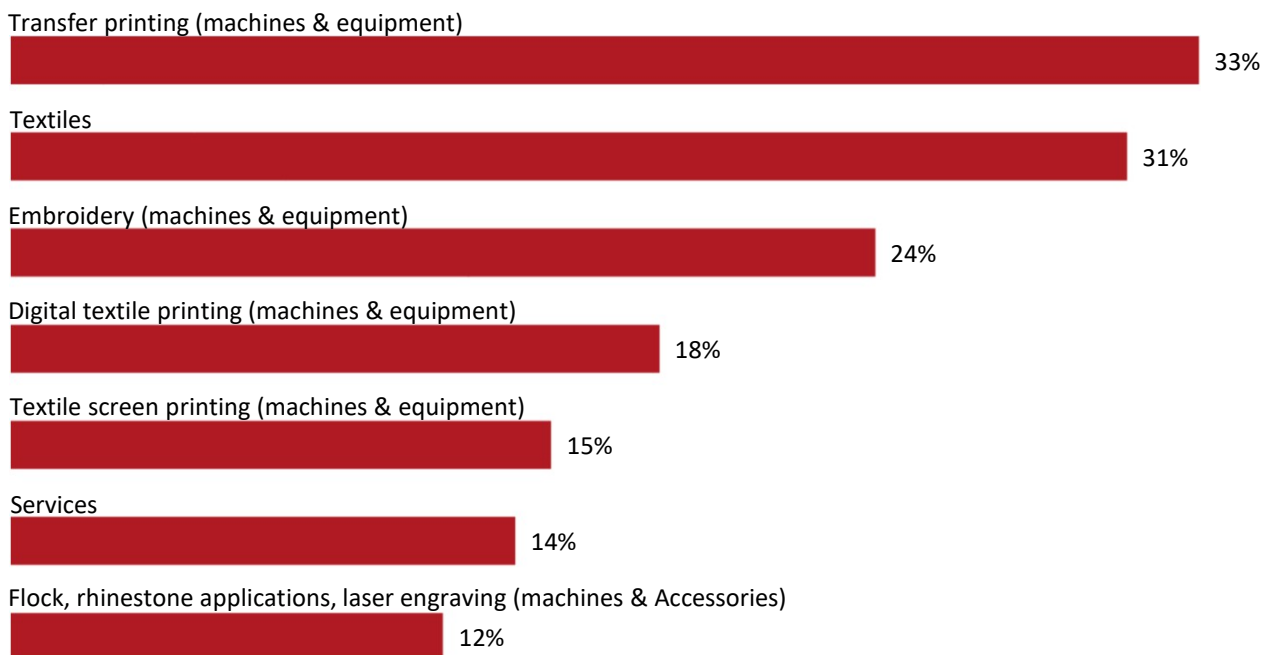
The visitors gave TecStyle Visions an average overall grade of 1,9.



■ Very good / good
■ Moderate
■ Poor / very poor



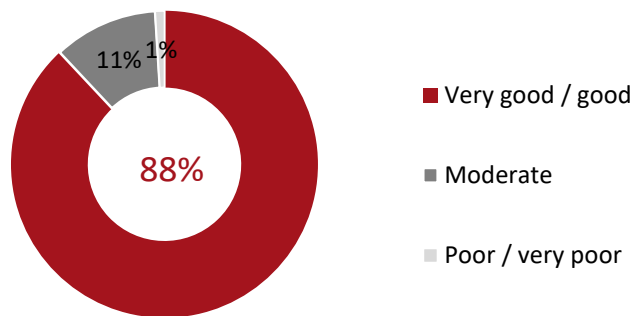
Exhibitor survey – range of products and services*



*Multiple answers possible

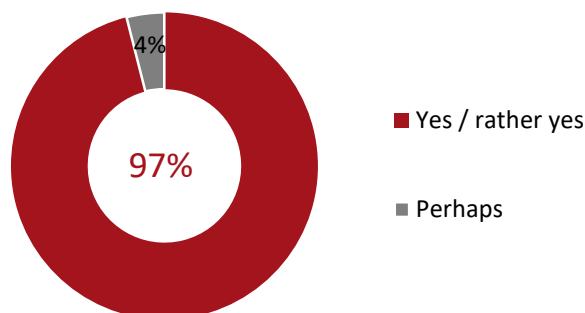
Exhibitor survey – general assessment

The exhibitors give TecStyle Visions an overall grade of 1,8.



Exhibitor survey – recommendation*

97% of the exhibitors want to recommend TecStyle Visions to others.



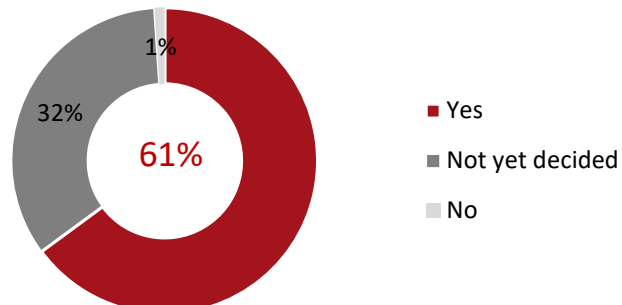
* Rounding of individual values, therefore total 101%.

The survey was conducted online and covers a sample of 84 exhibitors.



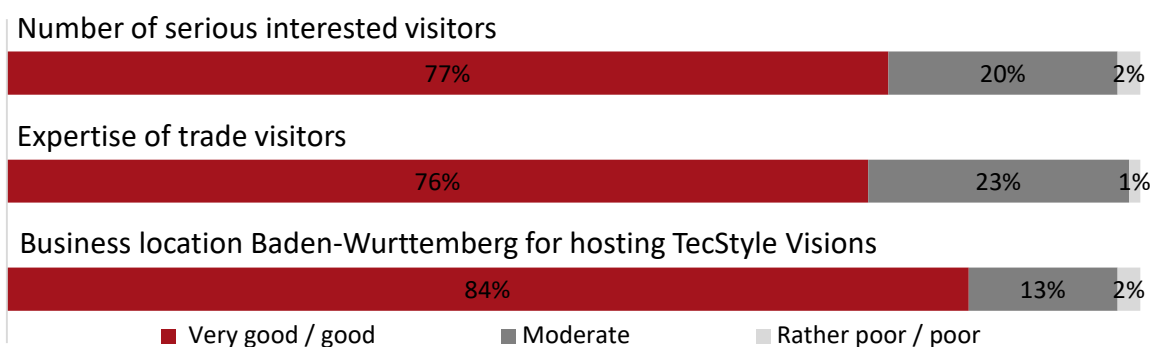
Exhibitor survey – intention to exhibit again

61% of exhibitors want to exhibit again at the next TecStyle Visions.



*Difference to 100% = „somebody else decides upon this matter“

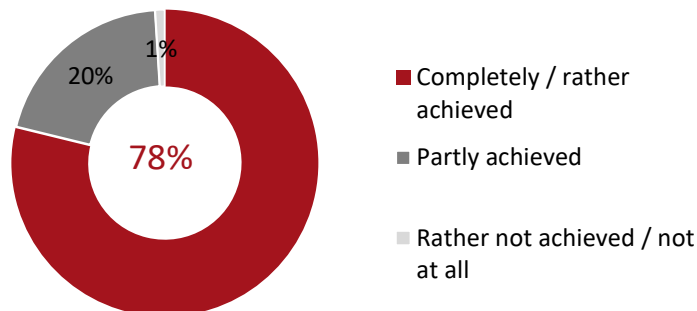
Exhibitor survey – assessment of market situation and trade show success



* Rounding of individual values, therefore in part 99% in total

Exhibitor survey – trade show objectives

More than three quarters of the exhibitors achieved their trade fair goals at TecStyle Visions.



* Rounding of the individual values, therefore in total 99%.

The survey was conducted online and covers a sample of 84 exhibitors.