



VISION

Exhibition analysis 2018



Statistics

The rise in exhibition space as well as exhibitor and visitor numbers continued in 2018. In total 472 exhibitors presented their innovations to 11.106 visitors.

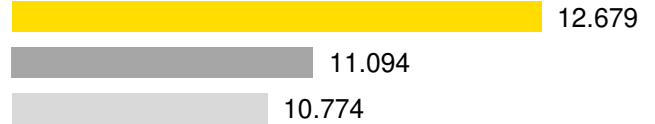
Visitors



Exhibitors

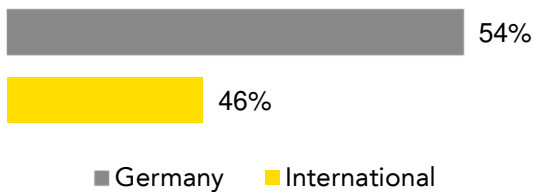


Net exhibition space in sqm

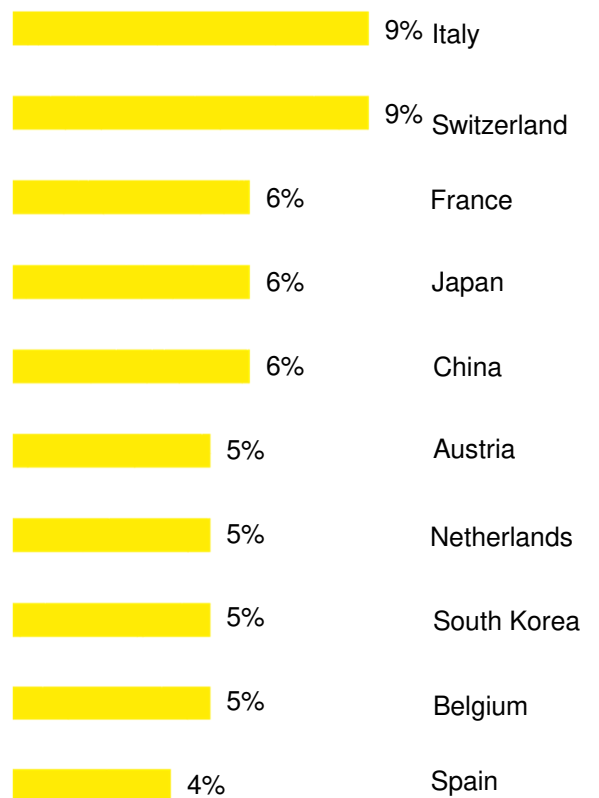


Visitor survey – Origin and catchment area

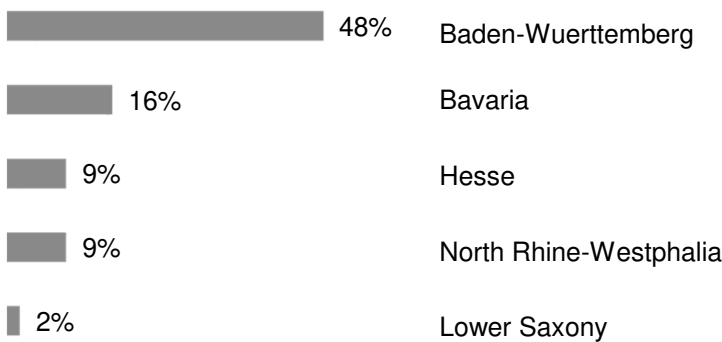
Germany / International



Origin of international visitors – TOP 10



Origin of visitors per federal state – TOP 5





Visitor survey – TOP 5 industry sectors*

Machine vision is the biggest industry sector present at VISION. More than half of all visitors are employed there.

Machine vision industry



Electrical engineering / electronics



Automotive and automotive supply industry



Machinery and plant engineering



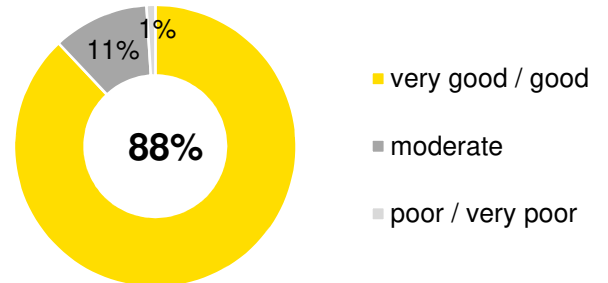
Medical technology, pharmaceuticals



*Multiple choice

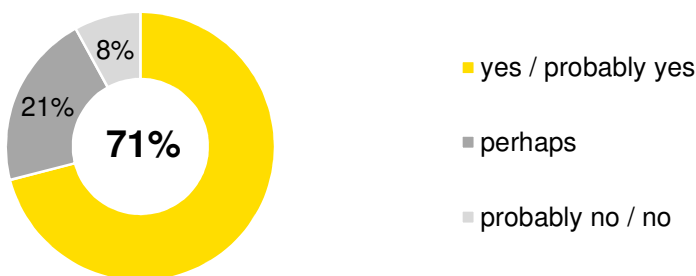
Visitor survey – General assessment

Visitors are rating VISION with a very good grade of 1.9. Almost half of them (37%) solely visits VISION and no other trade fair.

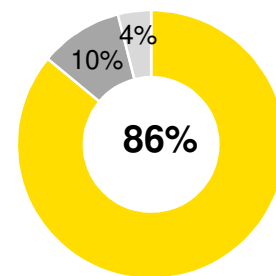


Visitor survey – Intention of revisitation and recommendation

Revisitation

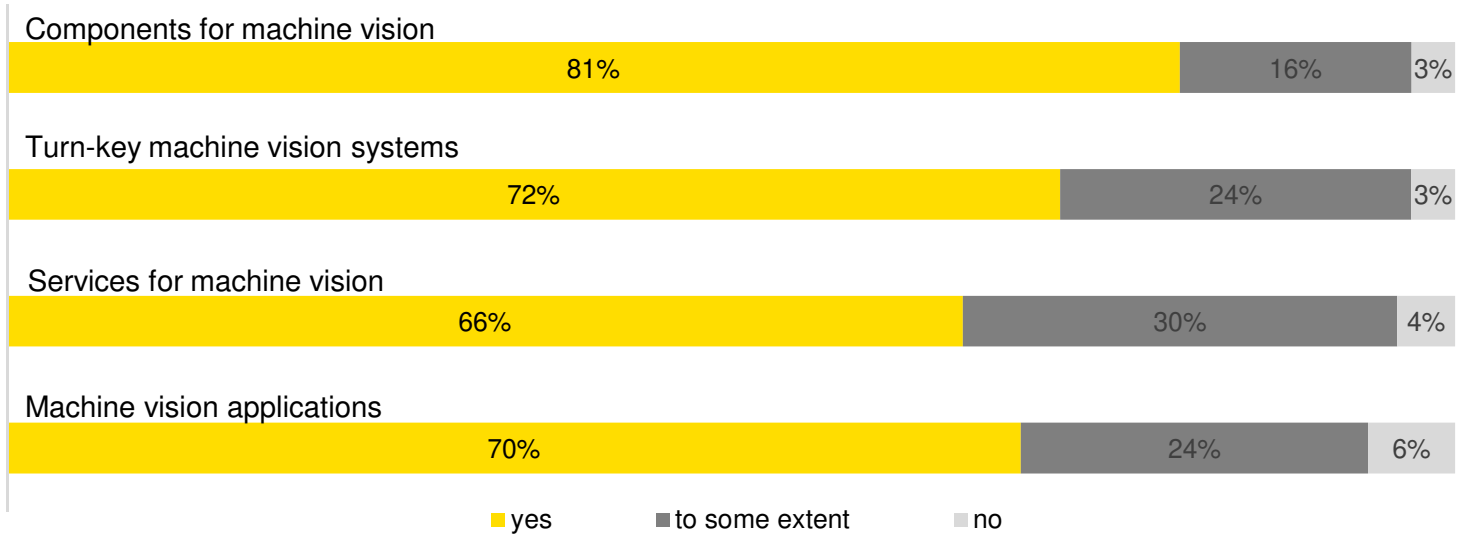


Recommendation



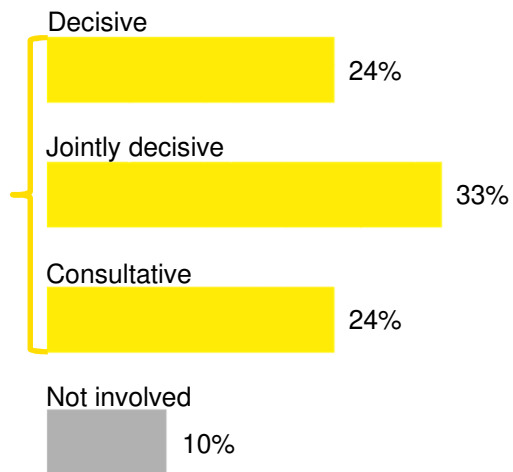


Visitor survey – Completeness of the offer



Visitor survey – Decision making competency*

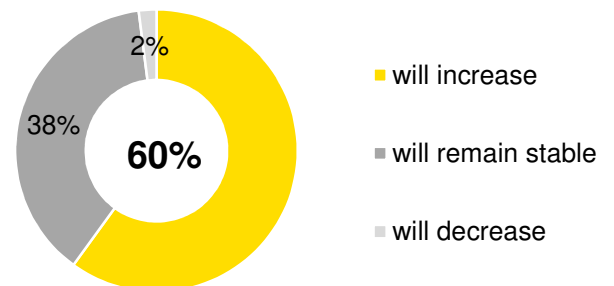
81% of the visitors are involved in the decision making process.



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

Visitor survey – Importance of VISION

More than half of all VISION visitors are sure: the importance of VISION for the machine vision sector will increase in the future.





Exhibitor survey – TOP product offerings

Products / services*

Components for machine vision



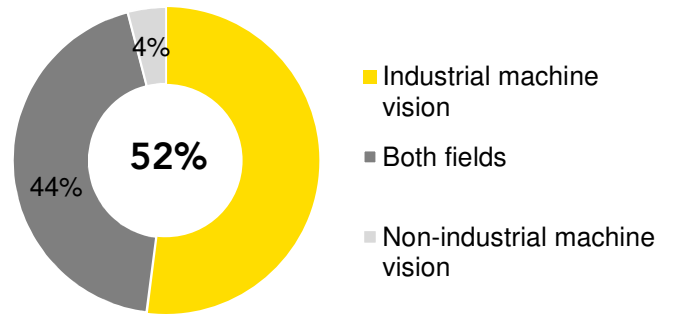
Services for machine vision



Machine vision applications



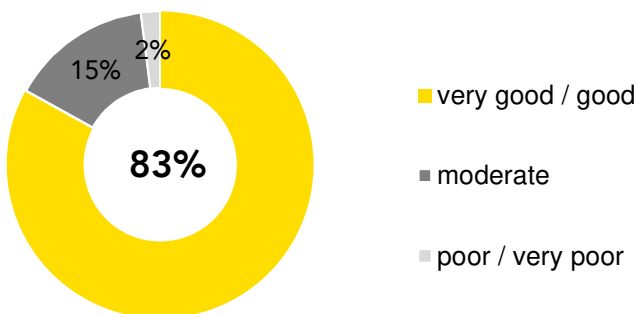
Turn-key machine vision systems



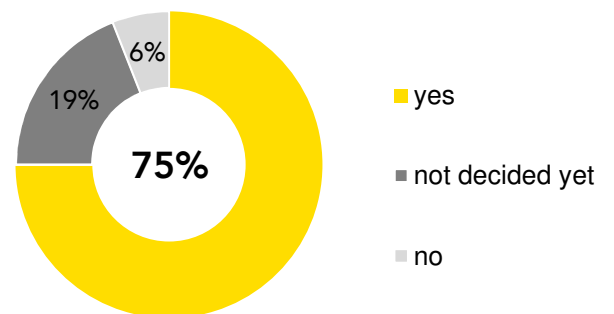
*Multiple choice

Exhibitor survey – General assessment & intention to exhibit again

General assessment

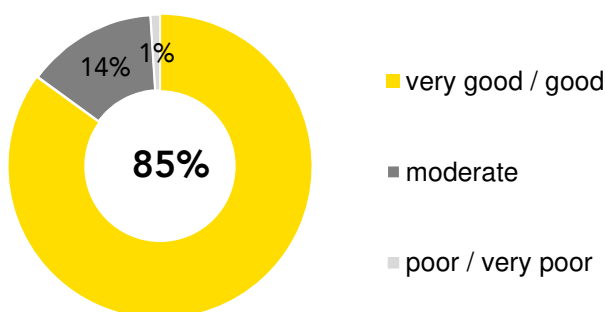


Intention to exhibit again



Exhibitor survey – Quality of visitors and target achievement

Quality of trade visitors



Target achievement

