



# VISION

## Exhibition analysis 2021

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## Statistics

296 (472\*) exhibitors from 29 countries presented their products and services on more than 8,200 sqm (12,679 sqm\*) exhibition area at VISION 2021. 5,409 (11,106\*) visitors from 45 countries worldwide visited VISION 2021 in Stuttgart.

**5,409** Visitors\*\*

**296** Exhibitors

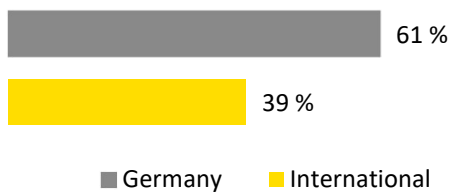
**8,256** sqm Net Exhibition Area

\* Results of the previous event in 2018

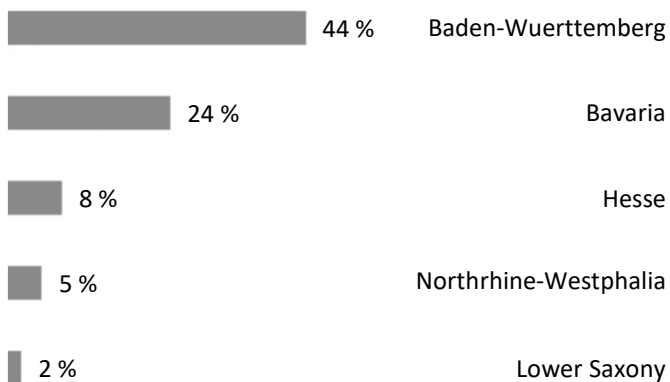
\*\* Without visitors of side events Motek und parts2clean

## Visitor profile – Origin and catchment area\*

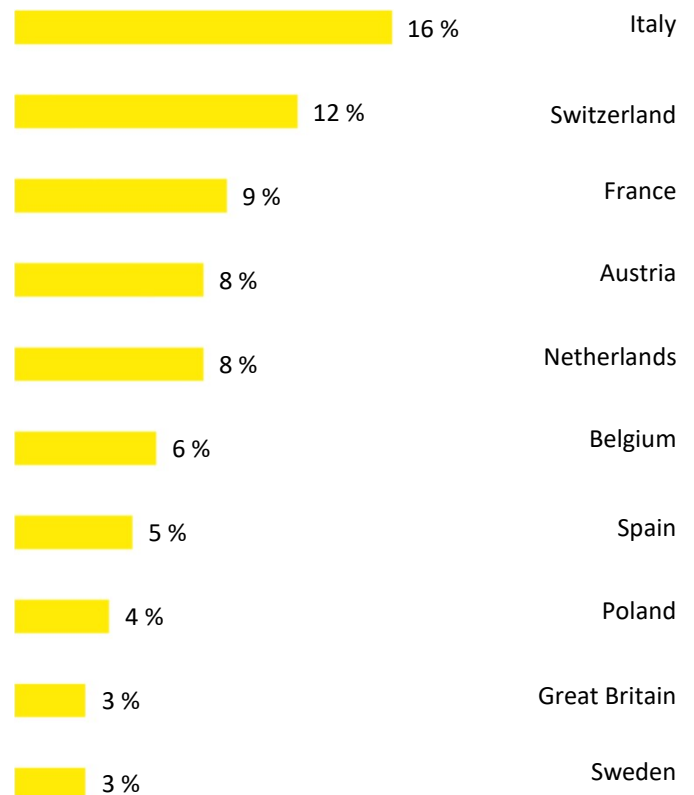
### Germany / International



### TOP 5 Origin of German visitors per federal state



### Origin of international visitors – TOP 10

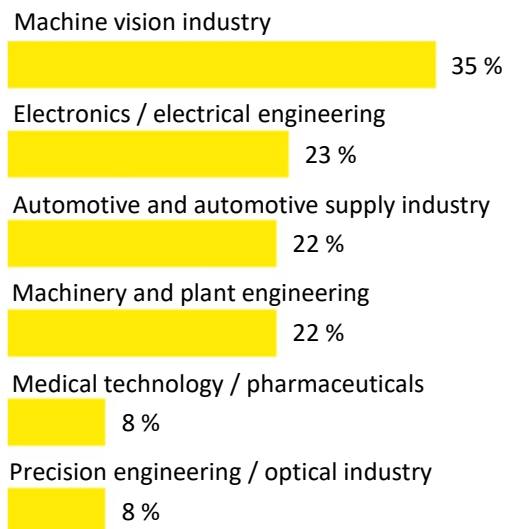


\* According to visitor registration VISION 2021



## Visitor survey – TOP 5 industry sectors\*

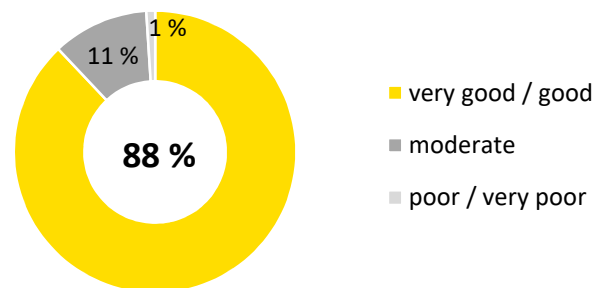
Machine vision is the biggest industry sector present at VISION. One third of all visitors are employed there. Further visitors were from the electronics / electrical engineering industry, the automotive sector and the machinery and plant engineering industry.



\* Multiple choice

## Visitor survey – General assessment

Visitors once again rated VISION with a very good grade of 1.9.

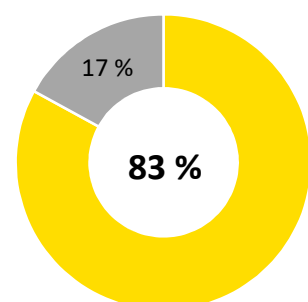


## Visitor survey – Intention to revisit and recommendation

Intention to revisit



Recommendation





## Visitor survey – Interest in the offer\*

Visitors of VISION are especially interested in components for machine vision. Turn-key machine vision systems are interesting for one third of the visitors.

Components for machine vision



Machine vision applications



Turn-key machine vision systems



Services für machine vision



\* Multiple choice

## Visitor survey – Decision making authority \*

82 % of the visitors are involved in the purchasing or procurement decision making.

Decisive



Jointly decisive



Consultative



Not involved



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

## Visitor survey – TOP 5 Objectives for visiting VISION 2021\*

Beside a general market orientation visitors mainly wanted to obtain information on new products and innovations as well as cultivate and make new business contacts.

General market orientation



Information on new products and innovations



Fostering and expansion of business contacts



Exchange of experiences / information



Preparation of investment and purchase decisions



\* Multiple choice



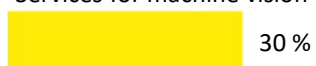
## Exhibitor survey – Product range

The following products and service were presented at VISION 2021:\*

Components for machine vision



Services for machine vision



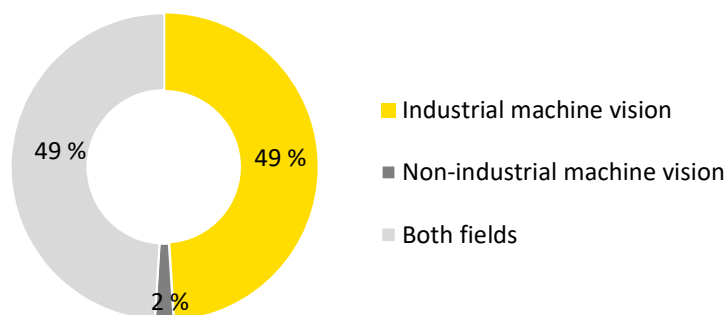
Turn-key machine vision systems



Machine vision applications



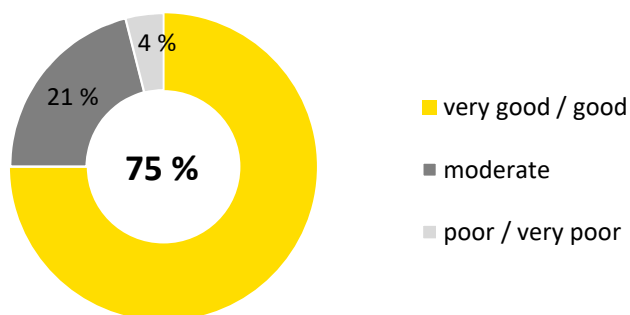
Products and services for...



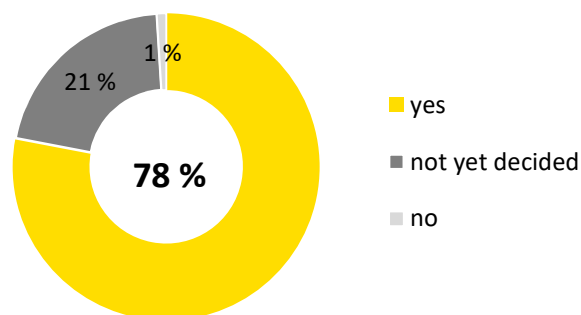
\* Multiple choice

## Exhibitor survey – Overall assessment & Intention to exhibit again

Overall assessment of VISION 2021 by the exhibitors:

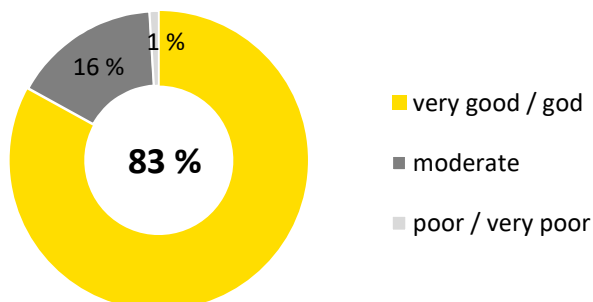


Intention to exhibit again at VISION 2021:



## Exhibitor survey – Quality of visitors & Fulfillment of expectations

The quality of visitors was rated...



Exhibitors' expectations towards VISION 2021 were...

