



**International trade fair for signmaking, large
format printing, light advertising & digital signage**

Show report 2020



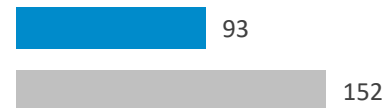
Statistics

This year, 7,911 interested visitors attended WETEC 2020.

Visitors



Exhibitors



Gross exhibition area in sqm



Net exhibition area in sqm



* Total number of visitors EXPO 4.0: 12,480

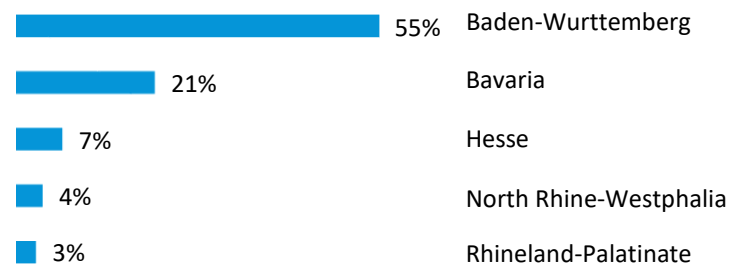
Visitor survey – catchment area

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

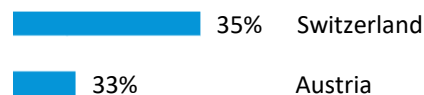
Germany / other country



Federal states – TOP 5



Origin of international visitors

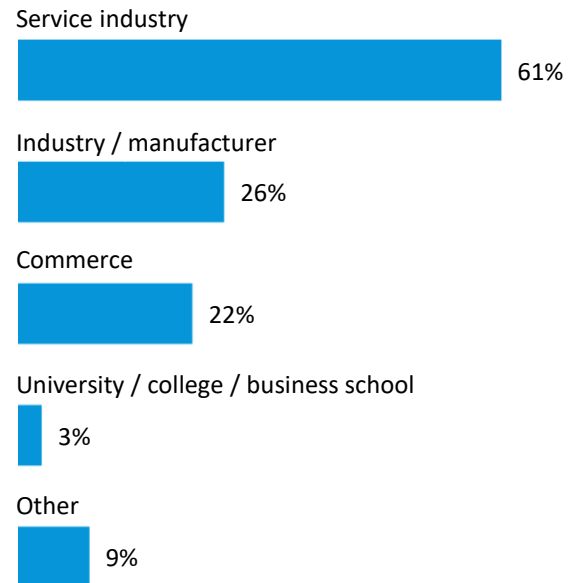


The representative survey covers a sample of 334 visitors.

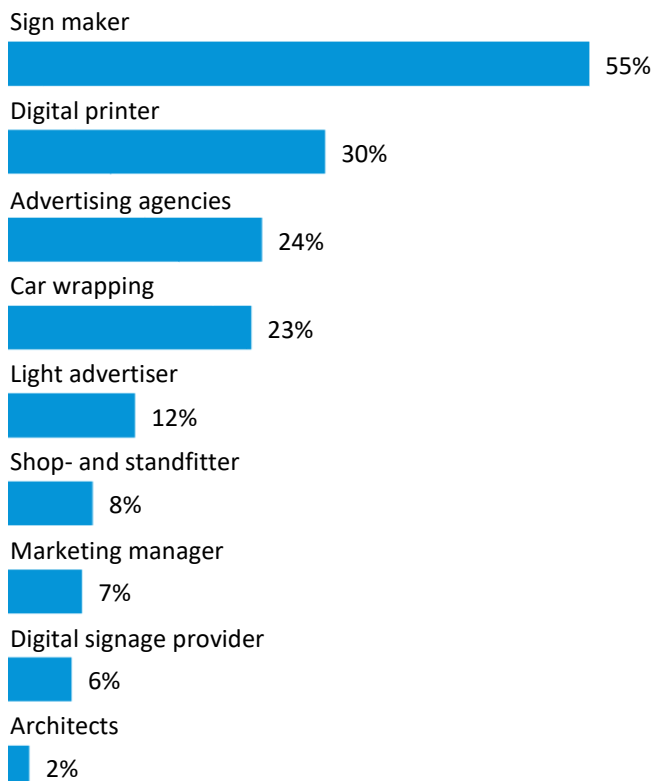


Visitor survey – economic sector / industry

Dienstleistungen & Industrie / Hersteller sind die am stärksten vertretenen Wirtschaftszweige auf der WETEC 2020.



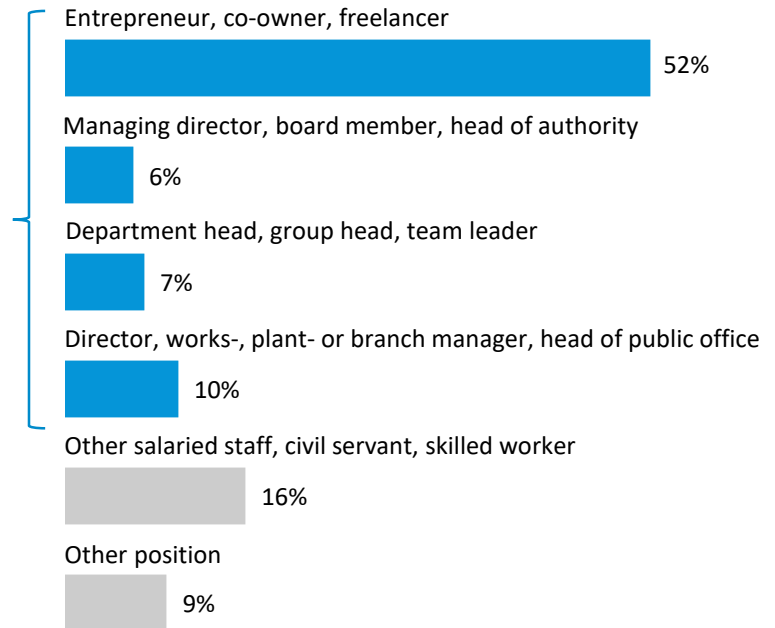
Visitor survey – group of visitors





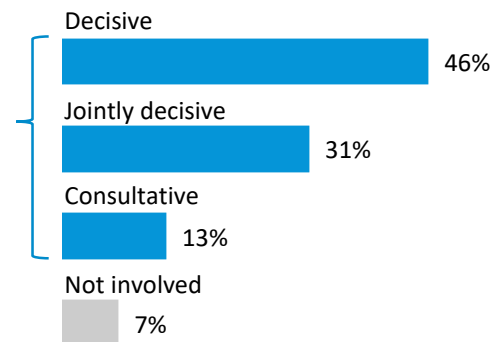
Visitor survey – position in company

75% of WETEC 2020 visitors work in a managerial position.



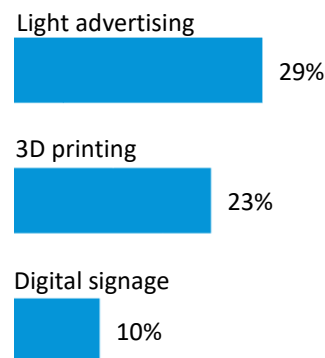
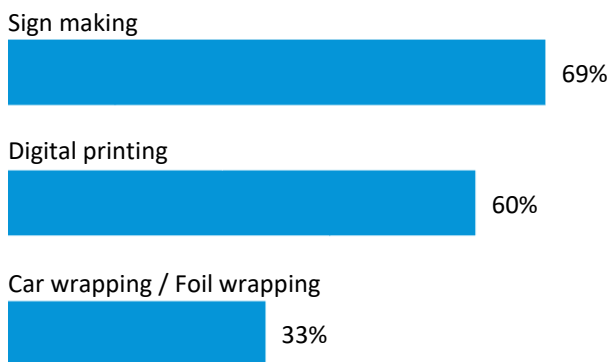
Visitor survey – decision-making powers*

90% 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*



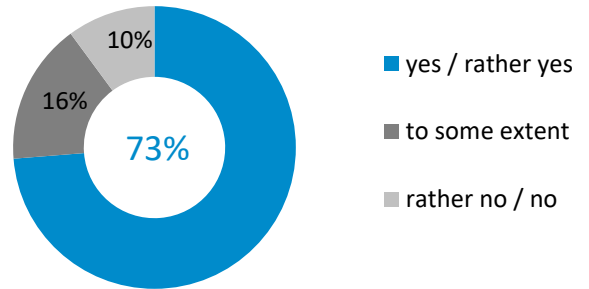
* Multiple answers possible

The representative survey covers a sample of 334 visitors.



Visitor survey – completeness of the range of products and services*

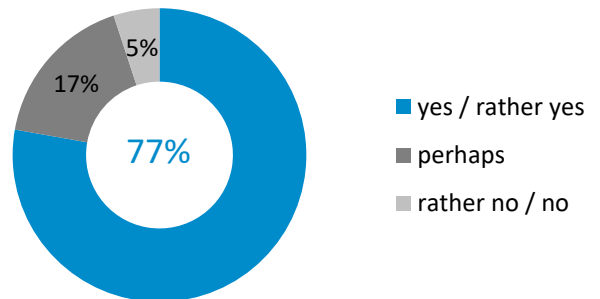
73% of visitors perceive the range of products and services as complete or almost complete.



* Rounded individual values, therefore a total of 99%

Visitor survey – recommendation*

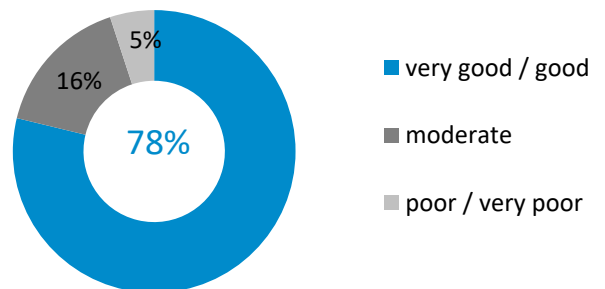
77% of all visitors would recommend WETEC 2020 to others.



* Rounded individual values, therefore a total of 99%

Visitor survey – general assessment*

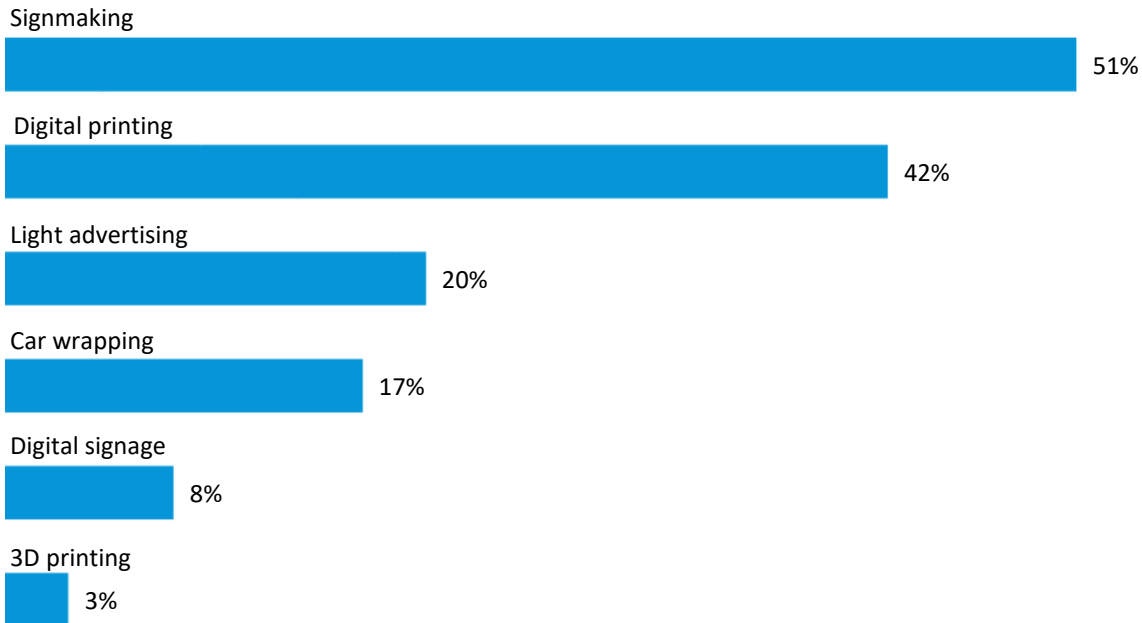
WETEC is rated very good or good by 78% of visitors .



* Rounded individual values, therefore a total of 99%



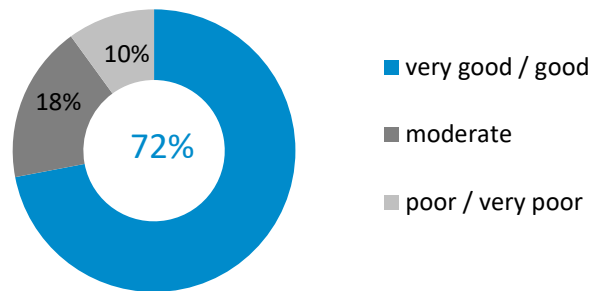
Exhibitor survey – range of products and services



* Multiple answers possible

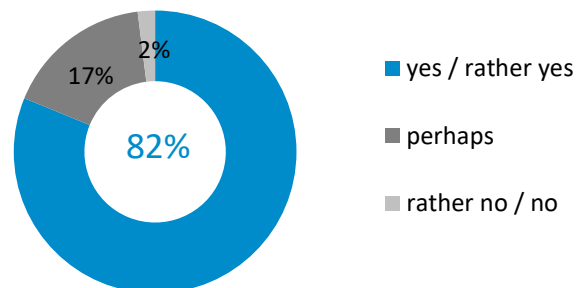
Exhibitor survey – general assessment

WETEC is rated very good or good by 72% of exhibitors.



Exhibitor survey – recommendation*

82% of exhibitors would recommend WETEC to others.



* Rounded individual values, therefore a total of 101%

The paper-and-pencil survey covers a sample of 67 exhibitors.

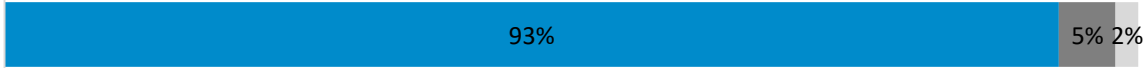


Exhibitor survey – assessment of market situation and trade show success

Expertise of trade visitors



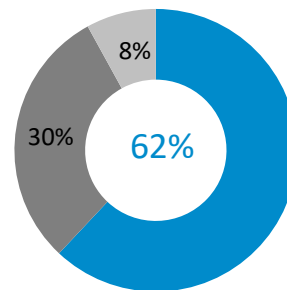
Business location Baden-Wurttemberg for hosting TV TecStyle Visions



■ very good / good ■ moderate ■ poor / very poor

Exhibitor survey – trade show objectives

62% of the exhibitors achieved their trade show objectives.



■ Completely / rather achieved
 ■ Partly achieved
 ■ Rather not achieved / not at all achieved