



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

Show report 2023



Statistics

This year **8,078** interested visitors came to wetec 2023.

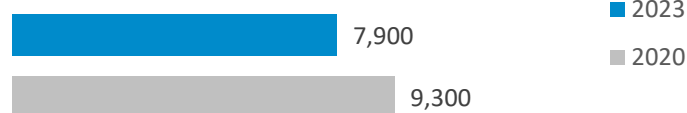
Visitors



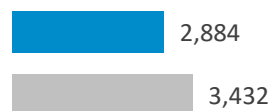
Exhibitors



Gross exhibition area in sqm



Net exhibition area in sqm



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

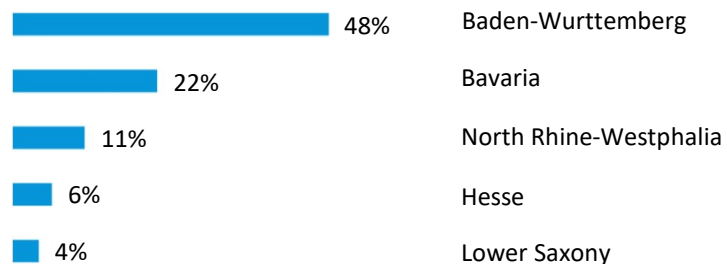
Visitor survey - catchment area

The **catchment area** of wetec visitors has **expanded**.

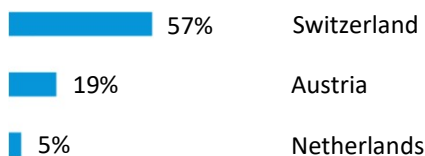
Germany / other country



Federal states – TOP 5



Origin of international visitors TOP 3

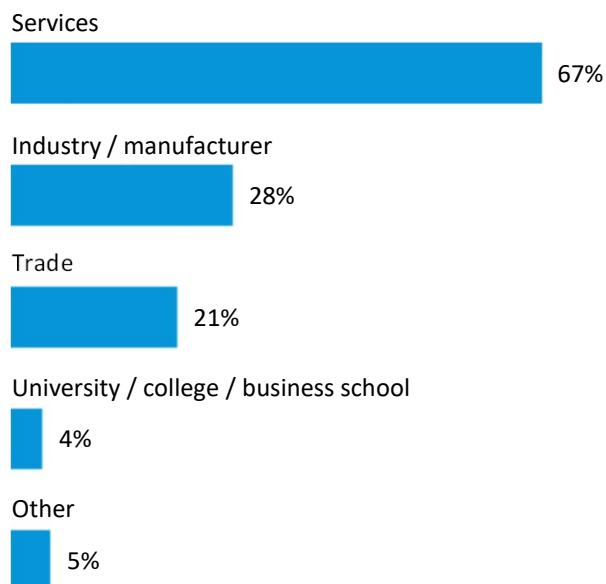


The survey includes a sample of 280 visitors.



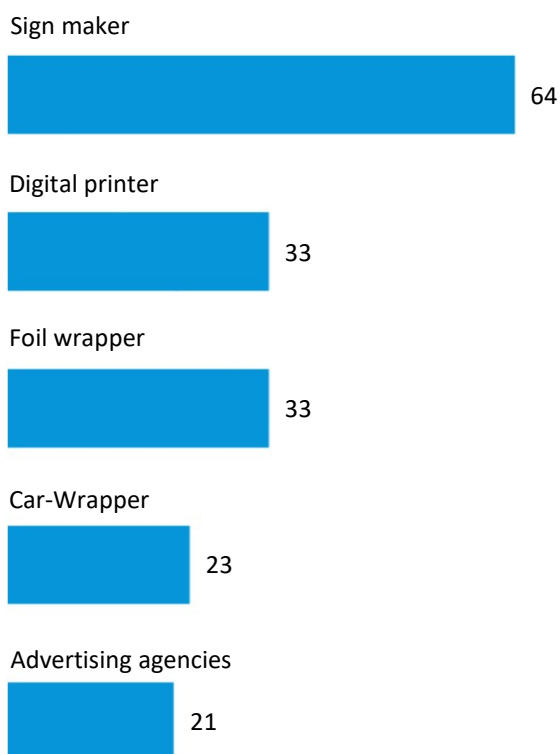
Visitor Survey - economic sectors*

Services & Industry / Manufacturers are the **business sectors most strongly represented** at wetec 2023.



*Multiple answers possible

Visitor survey – group of visitors*



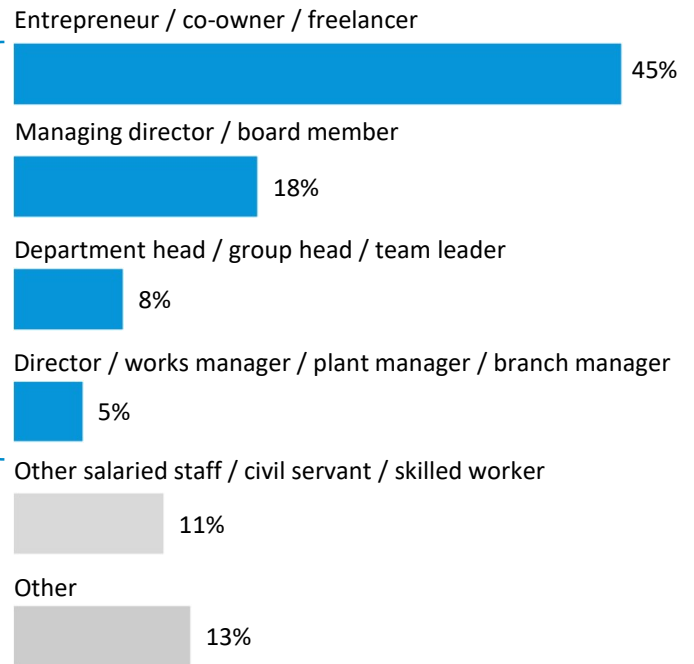
*Multiple answers possible

The survey includes a sample of 280 visitors.



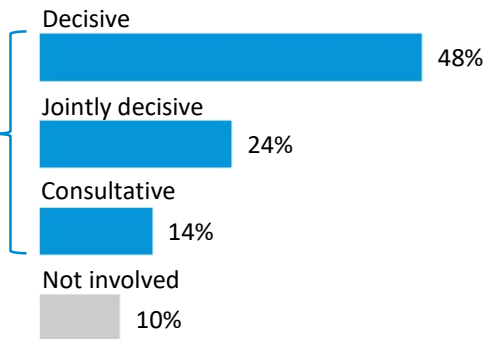
Visitor survey – position in company

76% of wetec visitors work in a **managerial position**.



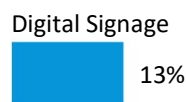
Visitor survey - decision-making powers*

86% 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*



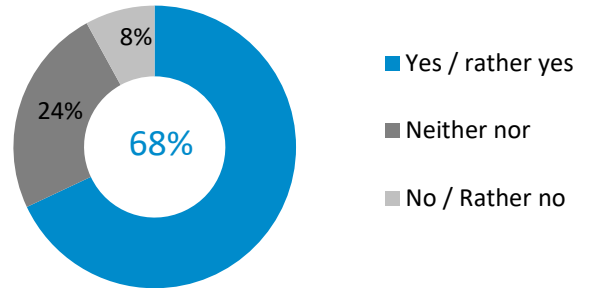
*Multiple answers possible

The survey includes a sample of 280 visitors.



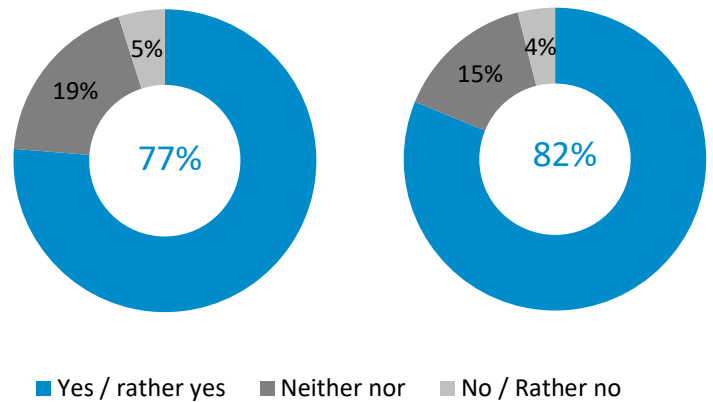
Visitor survey - completeness of the range of products and services

More than **two thirds** rate the offer as **complete**.



Visitor survey – returning visitors and recommendation

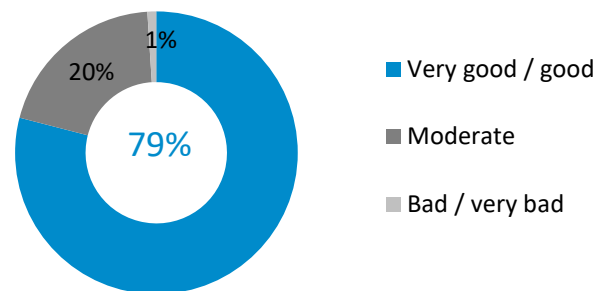
82% of visitors would **recommend wetec** to others.



* Rounding of individual values, therefore total 101%.

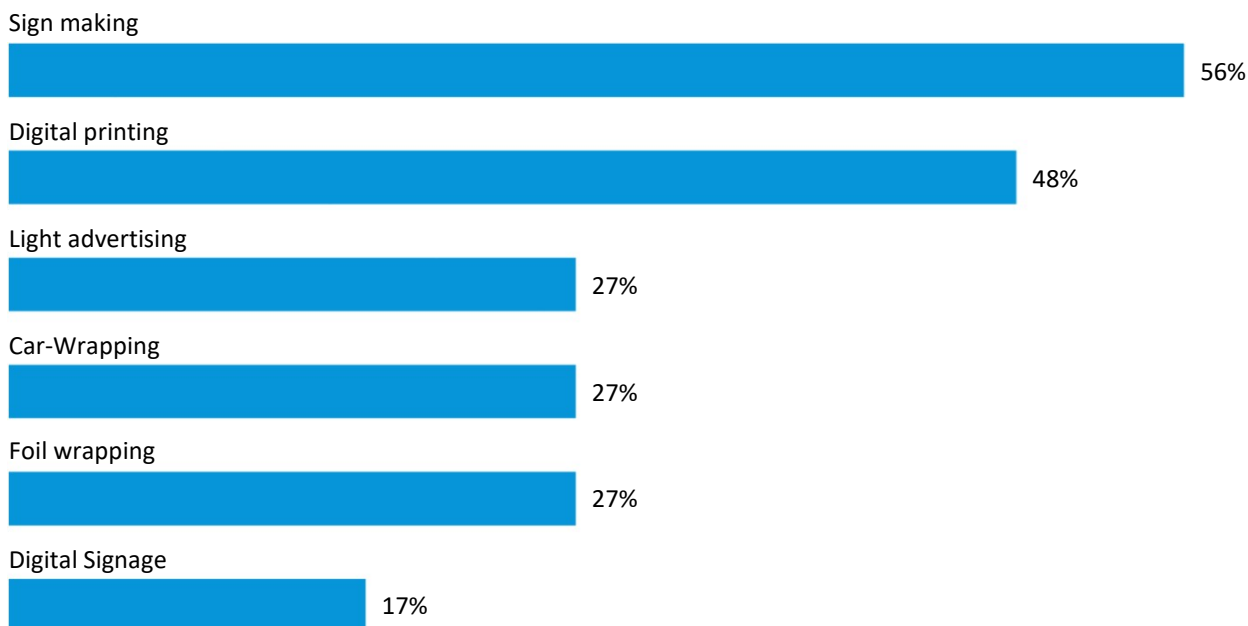
Visitor survey – general assessment

Visitors gave wetec 2023 an average overall grade of **1.9**.





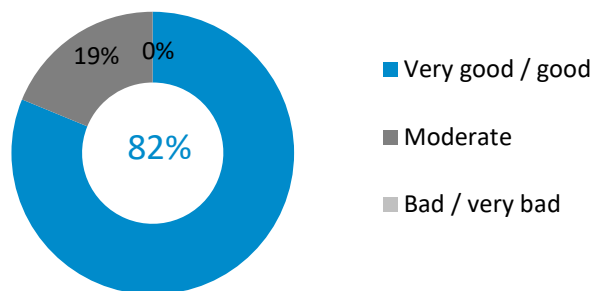
Exhibitor survey – range of products and services*



* Multiple answers possible

Exhibitor survey – general assessment

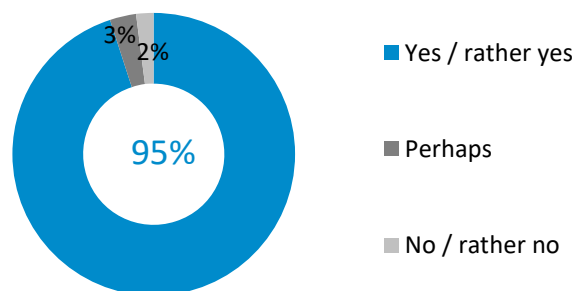
The exhibitors give wetec an overall grade of **1.8**.



* Rounding of individual values, therefore total 101%.

Exhibitor survey – recommendation*

95% of the exhibitors would **recommend** wetec to others.

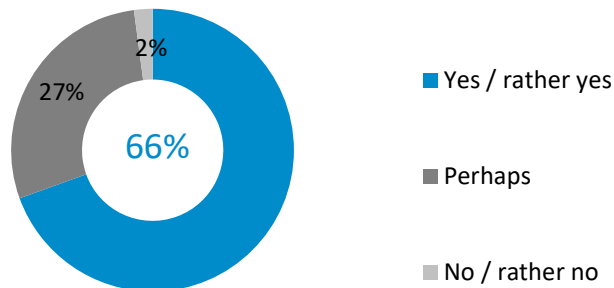


The survey was conducted online and included a sample of 64 surveyed exhibitors.



Exhibitor survey – intention to exhibit again

Two thirds of the exhibitors want to exhibit again at the next wetec.



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

Exhibitor survey – assessment of market situation and trade show success

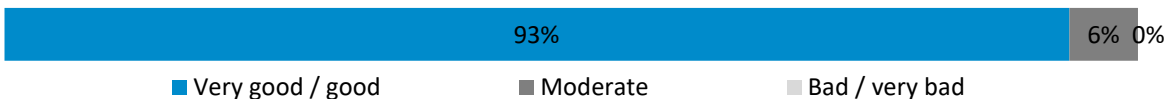
Number of serious interested visitors



Expertise of trade visitors



Business location Baden-Wuerttemberg for hosting wetec



* Rounding of individual values, therefore total 101% or 99%.

Exhibitor survey – trade show objectives

80% of the exhibitors achieved their trade fair goals.

