

## Impressive facts. wetec 2020

# 103

### Exhibitors

including big market players and sector leaders

### Top visitor groups

- Advertising technicians
- Digital printers
- Advertising agencies
- Car-wrappers
- Illuminated advertising specialists
- Trade fair and shop fitters
- Marketing decision-makers
- Digital signage
- Architects

# 77%

of visitors are directly involved in the **decision-making process for investments**

# 44%

are in a management position

**Business location directly at the heart of the industry**



# 1.1 days

or

# 4,5 h

on average spent by visitors at wetec

wetec is characterised by a mix of specialist visitors: **Representatives from trades, industry, retail, services and architecture** meet under one roof.

# 19%

of visitors want to **invest directly at the trade fair**

# 62%

in the next six months

### Overall grade

# 2,1

# Every second

**visitor** has been to wetec at least once before

# 82%

of the exhibitors would **recommend** wetec to others

More facts and figures are available online at:  
[www.wetec-messe.com/about](http://www.wetec-messe.com/about)