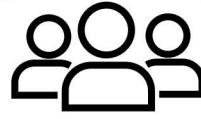


**XR
EXPO
2026**

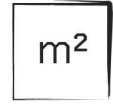
April 28–29, 2026, Messe Stuttgart



61
Exhibitors



1.350
Visitors



566 m²
Net
exhibition area

Visitors of XR Expo 2026

The visitors come from
over 25 countries.



TOP 3 Sectors (%)



2.2
general
assessment

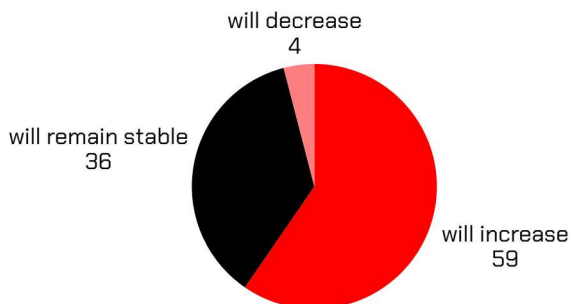


98%
trade visitors

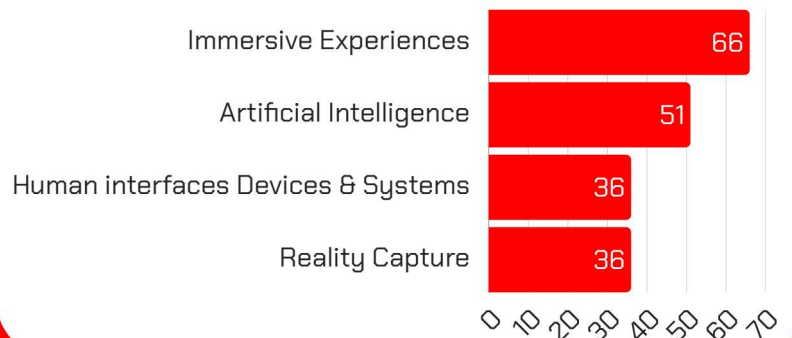


63%
intention to
recommend

Development of meaning (%)



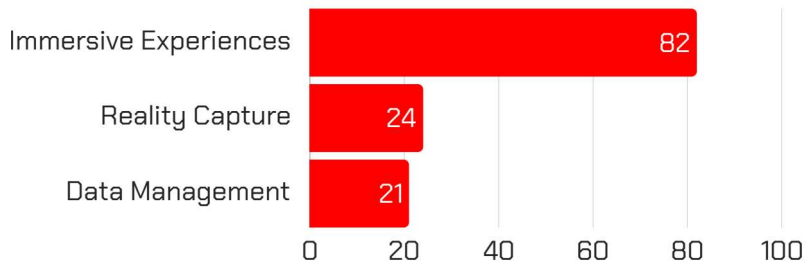
TOP 4 Interest in offer (%)



**61% of the visitors are involved in
purchasing or procurement decisions.**

Exhibitors of XR Expo 2026

TOP 3 Offer (%)



82% of the exhibitors **achieved their trade fair objectives.**

They rate the **business location** with an general assessment of **1.4**.



1.7
general
assessment

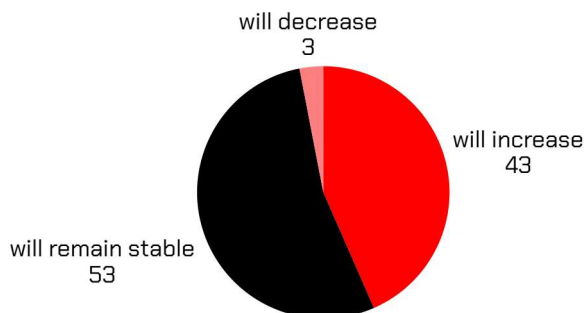


2.0
quality of visitors



85%
intention to
recommend

Development of meaning (%)



97% of the exhibitors state that their **expectations** of participating in XR EXPO were **fulfilled or exceeded**.

“XR EXPO 2026 has answered the question yet to be addressed by many companies: What exactly can you do with this technology? And what we’ve heard from Bosch and BMW, from Enercon and Agilent, from the hospitals in Stuttgart, Reutlingen and Frankfurt and from Germany’s state agencies for geoinformation is that these are no longer experiments, they are work processes. XR has become a productivity tool and XR EXPO has documented this change more impressively than any market report,” says Christoph Runde, Managing Director of the VDC.