

# Event analysis



Karlsruhe Trade Fair Centre • 10 – 12 June 2021

## Event data

	Germany	International	Total
Exhibitors	196	40	236*
Visitors	7,760	740	8,500
Exhibition space (Gross space in m <sup>2</sup> )	–	–	86,000
Exhibitor stand space (Net space in m <sup>2</sup> )	24,349	1,947	26,296
Special show space (in m <sup>2</sup> )	–	–	15,000

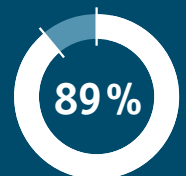
\*25 % of which with demonstration stand

## Combined topics



...of visitors are interested in both trade fair themes.

## Visitor quality



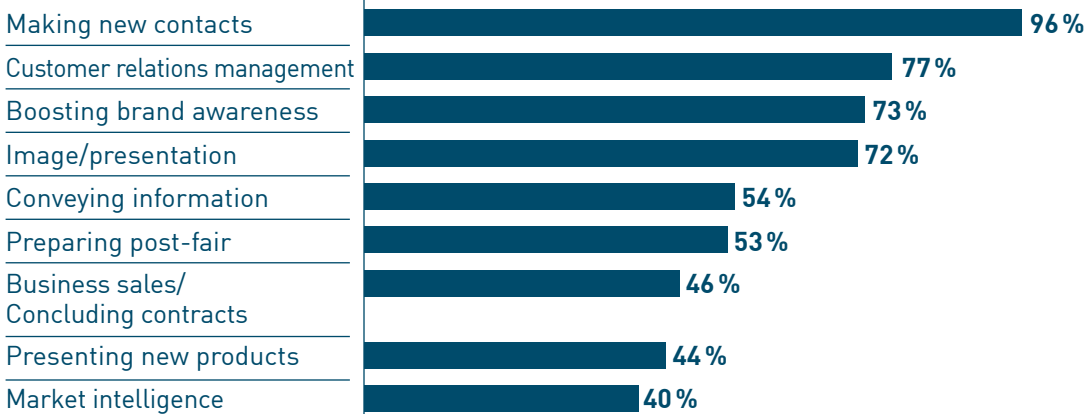
...of exhibitors are satisfied with visitor quality.



“Our stand in the hall attracted lots of visitors, as everyone had to pass through to get to the open-air exhibition area. The quality of the visitors was very high, with lots of decision-makers. These are precisely the people we want to target. Most of our potential customers come from the recycling industry, as well as construction, such as large construction sites for intermediate storage of large quantities of excavated earth for reintegration. For this reason, combining both trade fairs is a great idea.”

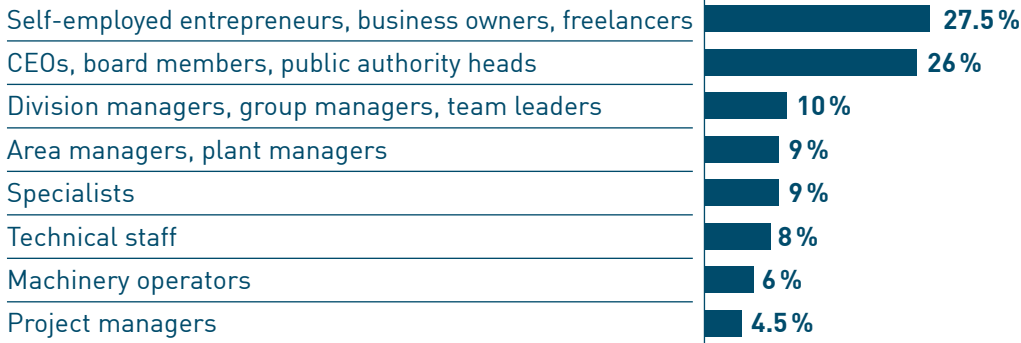
**Frank Schlichting**, Area Sales Manager, Losberger Cover All GmbH

## Exhibitors



## Visitors

### Professional status of visitors\*

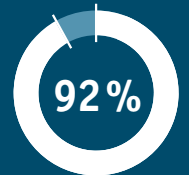


### Reason for visiting\*



## Visitor key facts

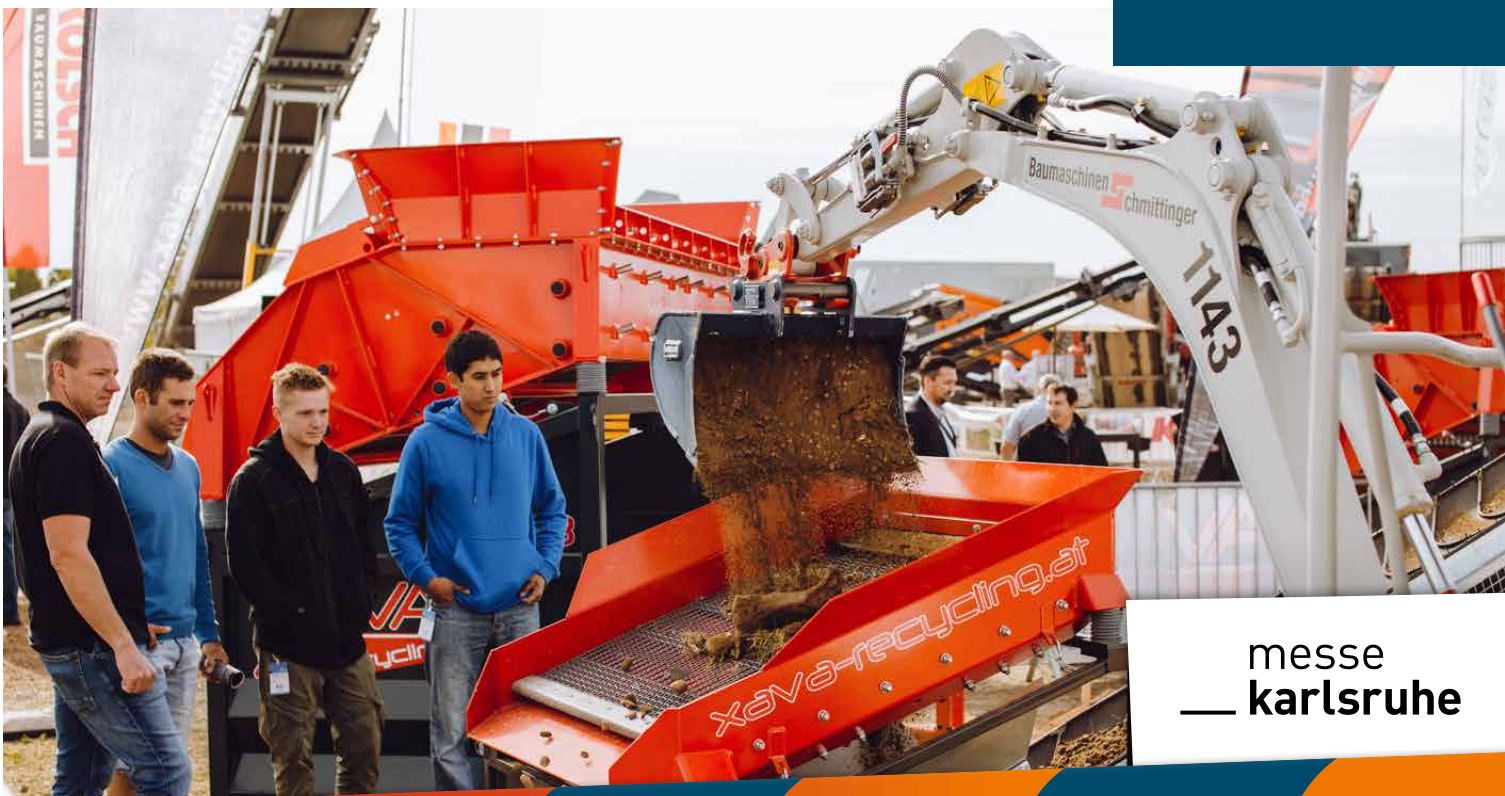
### Satisfaction



### Intend to return



### Decision-makers



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— karlsruhe