1. **STRUCTURAL DATA**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>GERMANY</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors (in persons)</td>
<td>753</td>
<td>578</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td>(698)</td>
<td>(515)</td>
<td>(183)</td>
</tr>
<tr>
<td>Visitors (in persons)</td>
<td>15,590</td>
<td>14,321</td>
<td>1,269</td>
</tr>
<tr>
<td></td>
<td>(14,290)</td>
<td>(13,234)</td>
<td>(1,056)</td>
</tr>
<tr>
<td>Total exhibition space (in m²)</td>
<td>29,700</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>24,400</td>
<td>(–)</td>
<td>(–)</td>
</tr>
<tr>
<td>Exhibitor stand space (in m²)</td>
<td>13,807</td>
<td>11,617</td>
<td>2,190</td>
</tr>
<tr>
<td></td>
<td>(11,738)</td>
<td>(9,793)</td>
<td>(1,945)</td>
</tr>
<tr>
<td>Special shows (in m²)</td>
<td>842</td>
<td>842</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>(850)</td>
<td>(850)</td>
<td>(–)</td>
</tr>
</tbody>
</table>

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up

2. **CONGRESS**

More than **2,000 PARTICIPANTS**

sourced information at 30 Congress@it-sa presentations

3. **MEDIA**

**198** journalists from 7 countries as well as **27** participants of the live-streaming of the press conference

**100,119** sessions from 74 countries at www.it-sa.de from 11.09.2019 to 10.10.2019

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS

NUMBER OF COUNTRIES:

64

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up

TOP 5 COUNTRIES FOR INTERNATIONAL VISITORS

1. Austria
2. Switzerland
3. Great Britain / Northern Ireland
4. Czechia
5. USA

STRUCTURE OF GERMAN VISITORS

26% North/ West (25%)
8% East (8%)
66% South (67%)
4.2 VISITORS’ BRANCHES OF INDUSTRY

(Multiple answers, extract)

- IT consultant / Outsourcing: 19% (18%)
- Software / Hardware manufacturer: 14% (13%)
- System house: 13% (14%)
- Production / Industry: 10% (9%)
- Government / Local governments: 8% (8%)
- Software / Hardware provider: 8% (7%)
- Business or company consulting: 6% (5%)
- Retail and services: 5% (5%)
- Data Centre: 4% (4%)
- Health care: 4% (3%)
- Media: 3% (3%)
- Reseller / Wholesale: 3% (3%)
- Academia / Research: 3% (3%)
- Banking / Finance: 3% (3%)
- Telecommunication: 2% (2%)
- Academia / Research: 1% (1%)

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up

4.3 PROFESSIONAL STATUS OF VISITORS

- Entrepreneur, partner and self-employed: 7% (8%)
- CEO, Director, board member and head of an authority: 7% (7%)
- Head and other employee with managerial responsibility: 8% (8%)
- Group head and project director: 21% (22%)
- Other employee, skilled worker: 37% (37%)
- Lecturer, teacher and scientific assistant: 1% (1%)
- Trainee: 5% (5%)
- Student: 4% (4%)
- Other position: 9% (8%)

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5. VISITOR SURVEY

5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

83% (84%) of the visitors are involved in purchasing decisions in their company.

5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at it-sa 2019? (Multiple answers)

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Interest (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network security</td>
<td>55% (54%)</td>
</tr>
<tr>
<td>Data security</td>
<td>54% (55%)</td>
</tr>
<tr>
<td>Cloud security</td>
<td>35% (28%)</td>
</tr>
<tr>
<td>Industrial IT security</td>
<td>32% (30%)</td>
</tr>
<tr>
<td>Mobile security</td>
<td>29% (30%)</td>
</tr>
<tr>
<td>Identity- and Accessmanagement</td>
<td>24% (27%)</td>
</tr>
<tr>
<td>Data Center</td>
<td>18% (21%)</td>
</tr>
<tr>
<td>Compliance</td>
<td>17% (18%)</td>
</tr>
<tr>
<td>Other</td>
<td>11% (11%)</td>
</tr>
</tbody>
</table>

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
5.3 SATISFACTION WITH EXHIBITS
Were you satisfied with the range of products/services presented at it-sa 2019?

99 %
99% (99%) of the visitors were satisfied with the range of products and services presented at it-sa 2019.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT
How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors’ stands?

99 %
99% (99%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors’ stands.

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
5.5 ORGANIZATION AND SERVICE
How satisfied are you with the organization and service at this trade fair?

99% (99%) of the visitors were satisfied with the organization and service at the trade fair.

5.6 ECONOMIC SITUATION IN SECTOR
How do you rate the current economic situation in your sector?

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
6. EXHIBITOR SURVEY

6.1 EXHIBITORS’ OBJECTIVES

What were your company’s objectives for exhibiting at it-sa 2019? (Multiple answers, extract)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
<th>(previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winning new customers</td>
<td>77%</td>
<td>(83%)</td>
</tr>
<tr>
<td>Image building / representation</td>
<td>67%</td>
<td>(71%)</td>
</tr>
<tr>
<td>General information about the range of products / services on offer</td>
<td>60%</td>
<td>(64%)</td>
</tr>
<tr>
<td>Cultivation of customer relations</td>
<td>57%</td>
<td>(57%)</td>
</tr>
<tr>
<td>Information about new products</td>
<td>35%</td>
<td>(39%)</td>
</tr>
<tr>
<td>Exchange of experience</td>
<td>33%</td>
<td>(37%)</td>
</tr>
<tr>
<td>Observation of competitors</td>
<td>26%</td>
<td>(31%)</td>
</tr>
<tr>
<td>Preparing business transactions</td>
<td>16%</td>
<td>(18%)</td>
</tr>
<tr>
<td>Recruiting</td>
<td>12%</td>
<td>(15%)</td>
</tr>
<tr>
<td>Direct conclusion of business transactions</td>
<td>7%</td>
<td>(7%)</td>
</tr>
</tbody>
</table>

6.2 TARGET GROUP ACCURACY

Did you reach your most important target groups at it-sa 2019?

91% (93%) of the exhibitors reached their most important target groups during it-sa 2019.

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
6.3 FOLLOWWW-Up BUSINESS
Do you expect follow-up business after making contacts and paving the way during the fair?

84% of the exhibitors expect follow-up business due to contacts made during the exhibition.

6.4 QUALITY OF VISITORS
How do you rate the quality of the visitors at your stand?

90% of the exhibitors were satisfied with the quality of the visitors at their stands.

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up
6.5 OVERALL SATISFACTION
How satisfied are you with your fair participation all in all?

Very satisfied: 48% (49%)
Slight upturn: 22% (20%)
Slight downturn: 6% (5%)
Steady: 4% (2%)
Distinct downturn: 0% (1%)
No answer: 10% (13%)
Very dissatisfied: 0% (1%)

86% (87%) of the exhibitors were satisfied with their participation.

6.6 ECONOMIC SITUATION IN SECTOR
How do you rate the current economic situation in your sector?

Strong upturn: 32% (45%)
Slight upturn: 34% (34%)
Steady: 14% (9%)
Distinct downturn: 1% (0%)
Slight downturn: 7% (1%)
No answer: 13% (11%)

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MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.

Further information is available at www.fkm.de.
The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, T +49 911 86 06-0, F +49 911 86 06-82 28, info@nuernbergmesse.de.

February 2020
NürnbergMesse GmbH
- Market Research -