

Nuremberg, Germany
20–21.2.2019

FeuerTrutz 2019

International Trade Fair with Congress for Preventive Fire Protection

SHOW REPORT



New Date:
**24 - 25
JUNE
2020**

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	315 (287)	254 (246)	61 (41)
Visitors	9,029 (8,354)	8,156 (7,591)	873 (763)
Exhibitor stand space (in m ²)	6,353 (5,559)	5,365 (4,863)	988 (696)
Special shows (in m ²)	343 (297)	343 (297)	— (—)

2. CONGRESS

About **1,500**
PARTICIPANTS

sourced information at **36** presentations.

The top themes were:

- „FAQ about the technical rules“ with **720** participants
- „Special constructions“ with **600** participants
- „Building law“ with **765** participants
- „Fire safety concept“ with **900** participants

3. COMPACT SEMINARS

About **250**
PARTICIPANTS

took part in the compact seminars.

The top themes were:

- „FIRE PROTECTION DIRECT – Extinguishing Technology“
- „Fire protection in Bavaria“

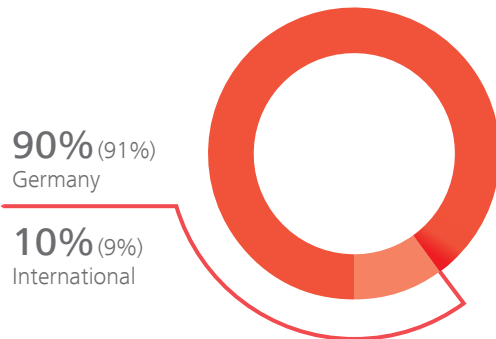
4. MEDIA

46,577

visits and **144,147** page impressions from **67** countries at feuertrutz-messe.de from 23.02.2018 to 21.02.2019

5. VISITOR REGISTRATION

5.1 ORIGIN OF VISITORS



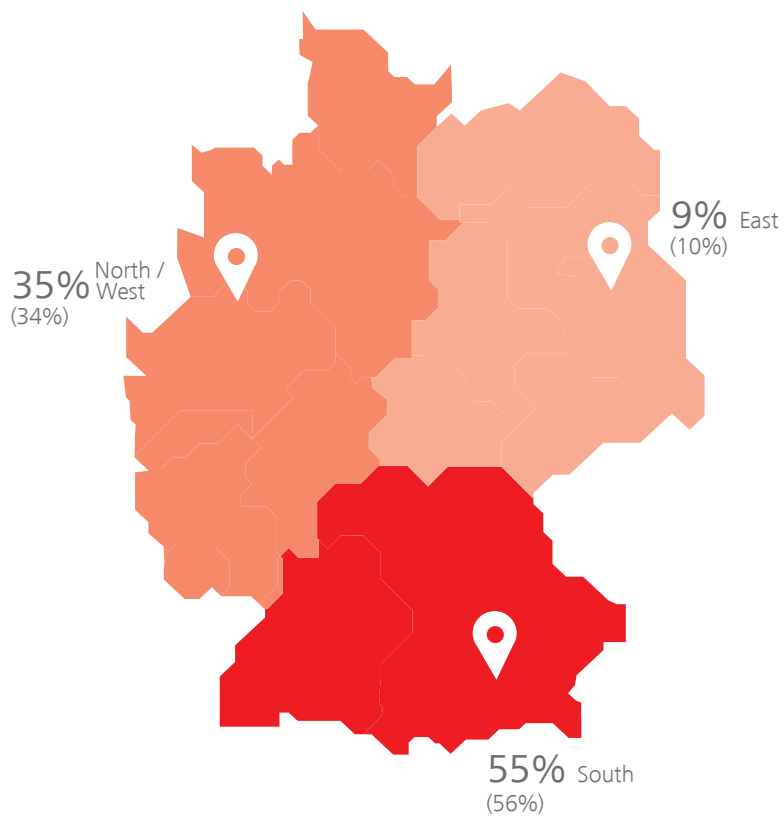
TOP 5 COUNTRIES FOR INTERNATIONAL VISITORS

1	Austria
2	Switzerland
3	Netherlands
4	Czech Republic
5	Slovenia

NUMBER OF COUNTRIES:

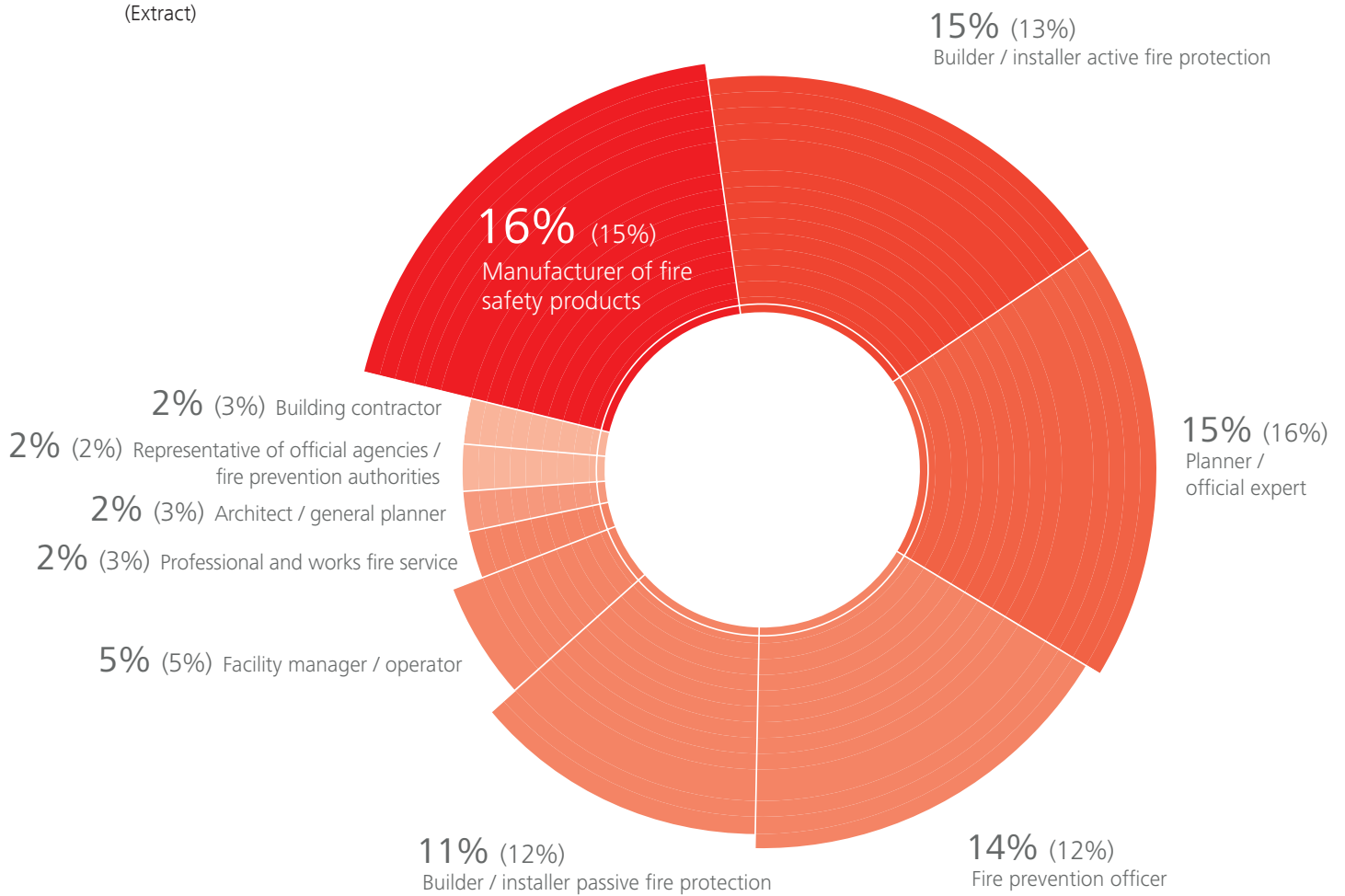
51
(42)

STRUCTURE OF GERMAN VISITORS

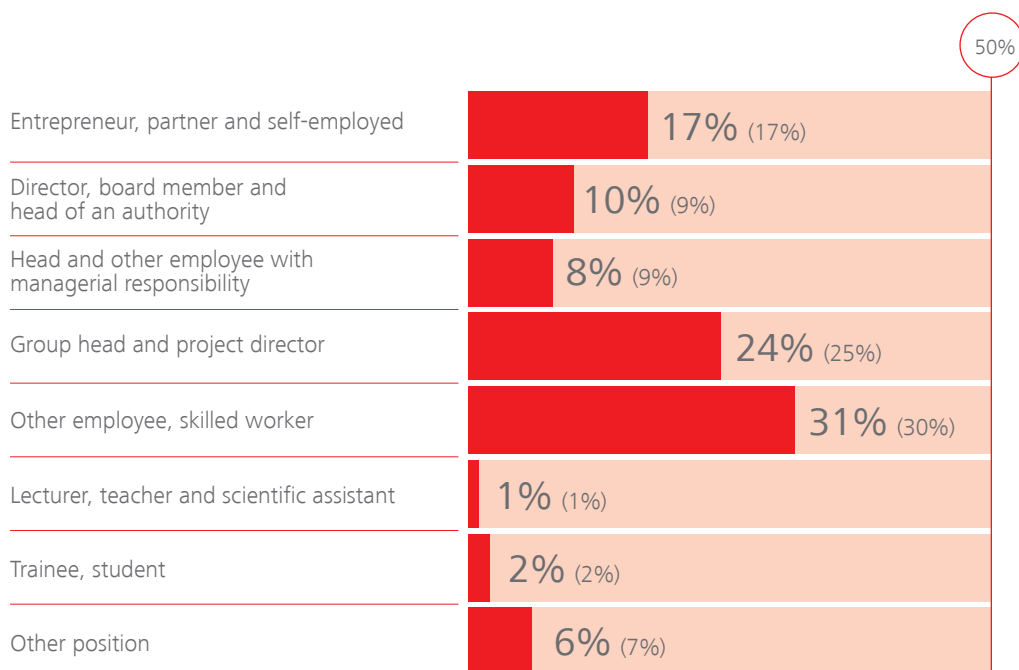


5.2 PROFESSION OF THE VISITORS

(Extract)



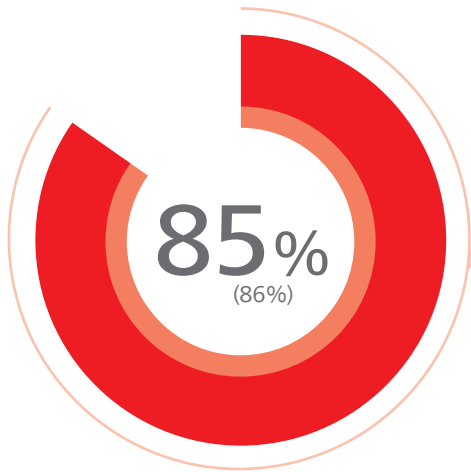
5.3 PROFESSIONAL STATUS OF VISITORS



6. VISITOR SURVEY

6.1 DECISION-MAKERS

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

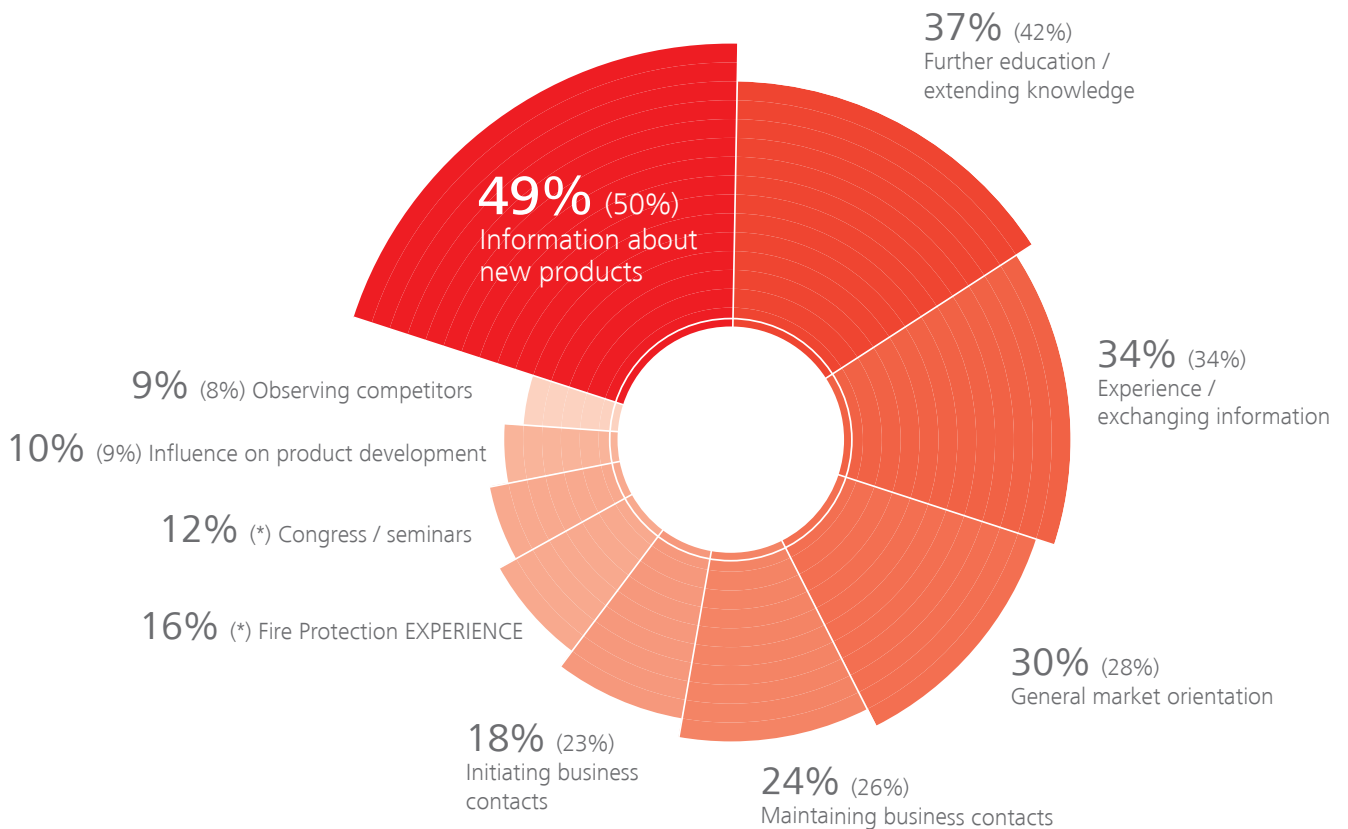


of the visitors are ...

involved in purchasing decisions in their company.

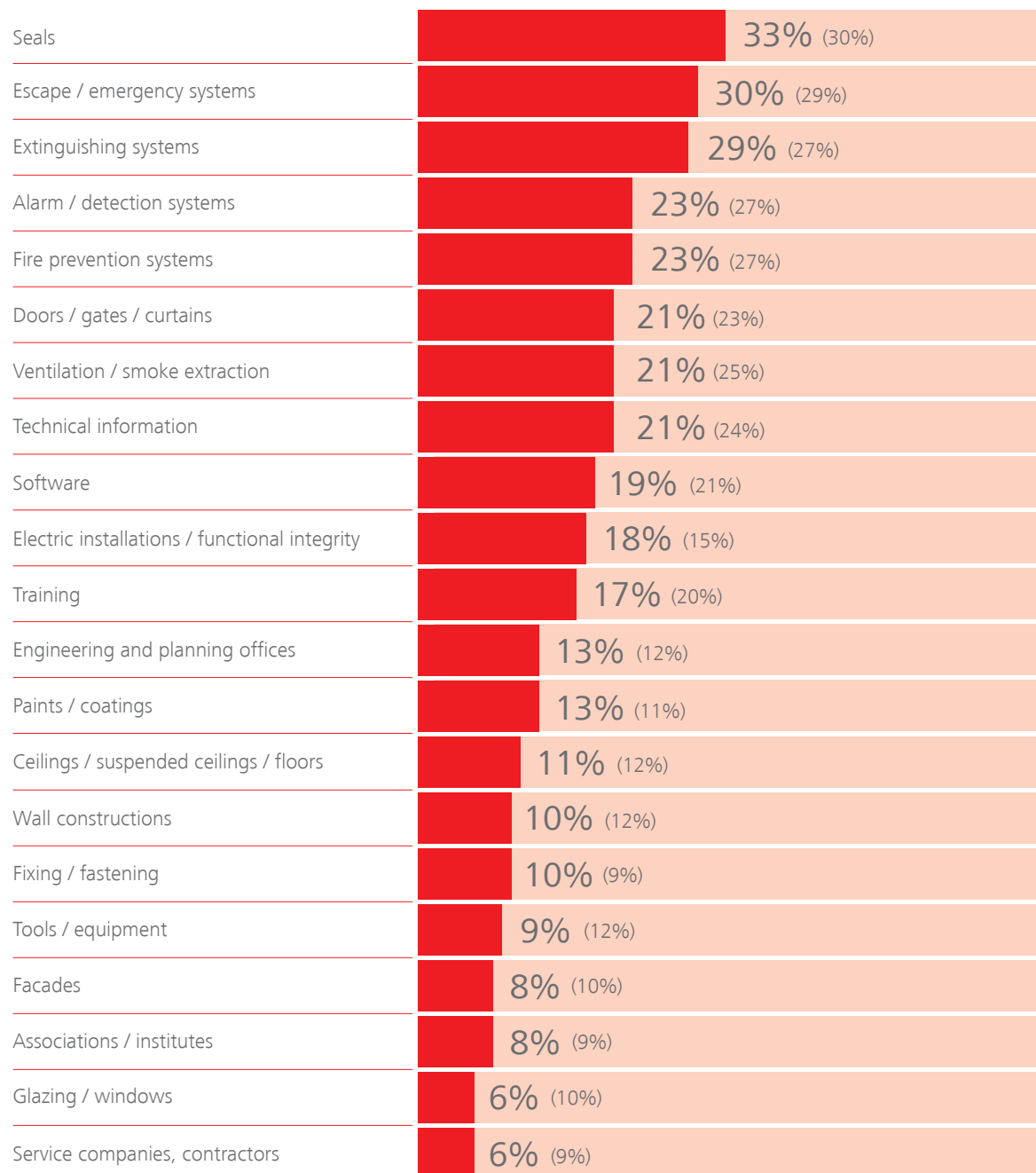
6.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to FeuerTrutz 2019? (Multiple answers, extract)



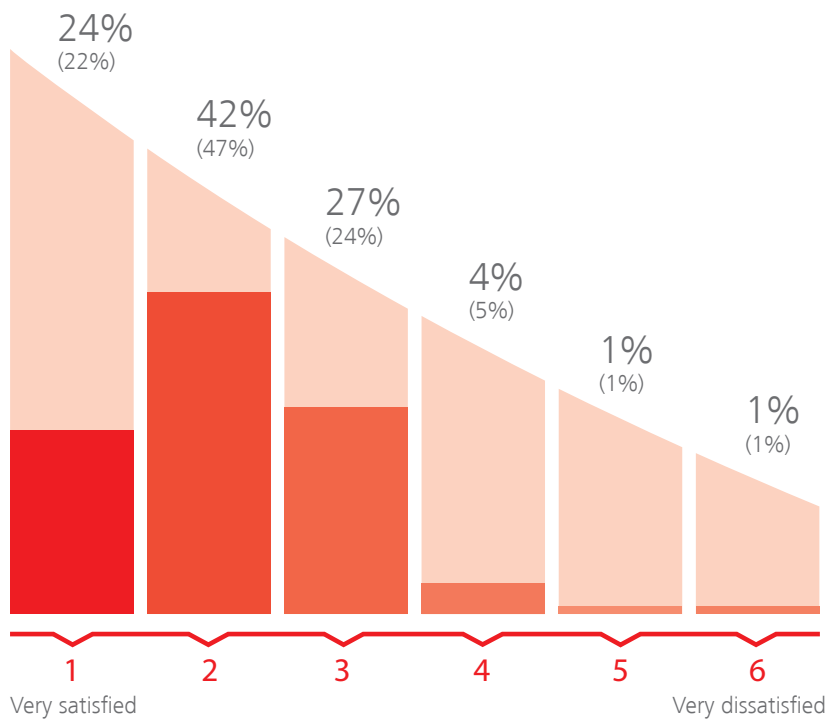
6.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at FeuerTrutz 2019? (Multiple answers, extract)



6.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at FeuerTrutz 2019?

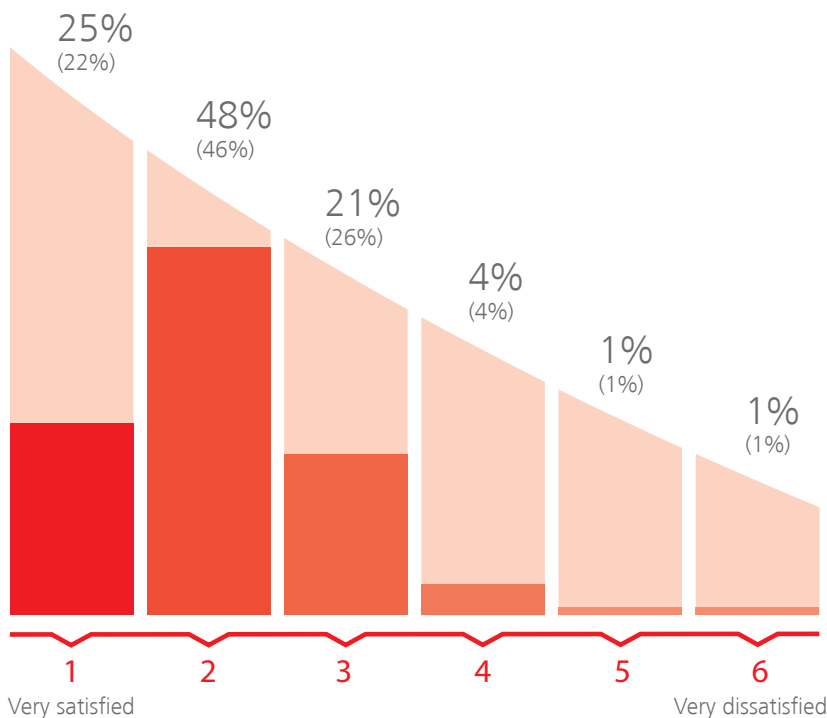


97 %

97% (98%) of the visitors were satisfied with the range of products and services presented at FeuerTrutz 2019.

6.5 ORGANIZATION AND SERVICE

How satisfied are you with the organization and service at this trade fair?

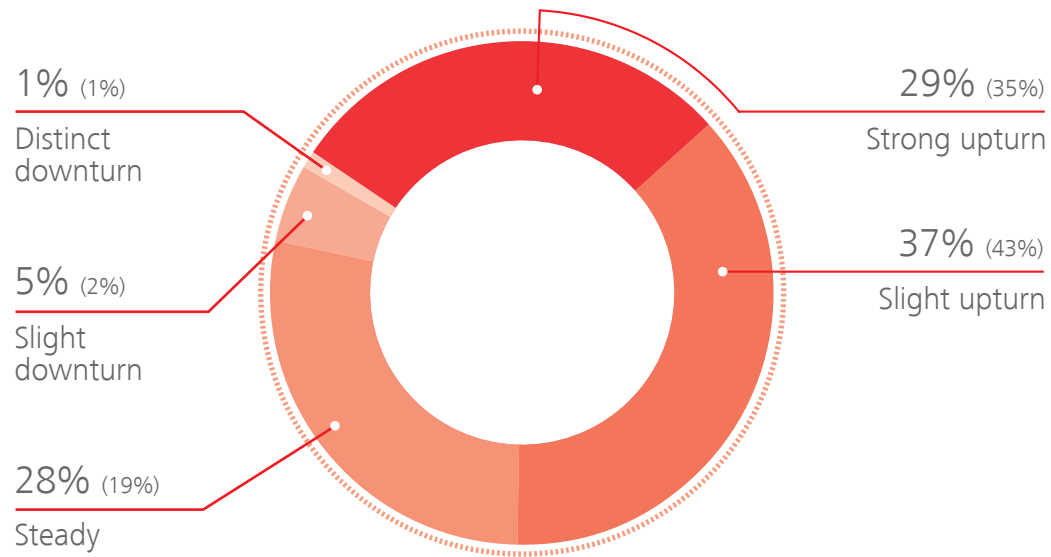


98 %

98% (98%) of the visitors were satisfied with the organization and service at the trade fair.

6.6 ECONOMIC SITUATION IN SECTOR

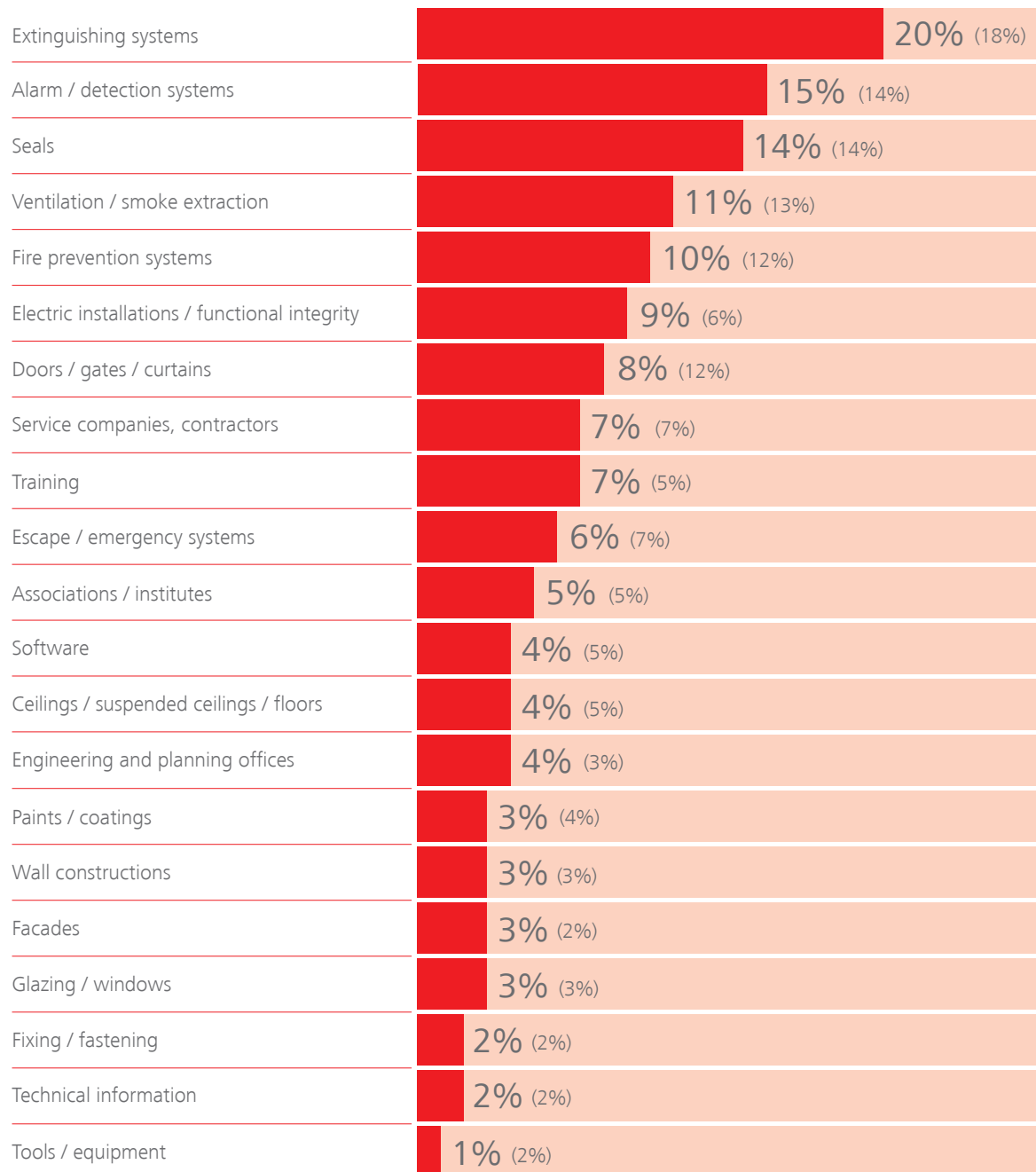
How do you rate the current economic situation in your sector?



7. EXHIBITOR SURVEY

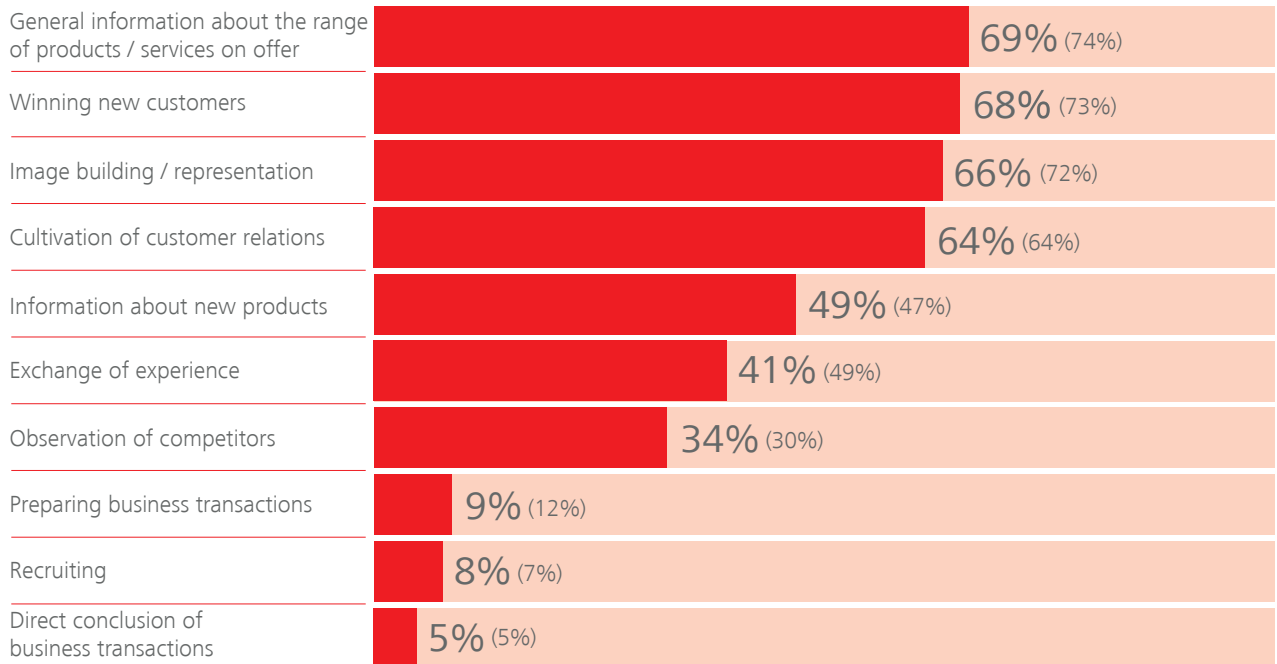
7.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers, extract)



7.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at FeuerTrutz 2019? (Multiple answers, extract)



7.3 TARGET GROUP ACCURACY

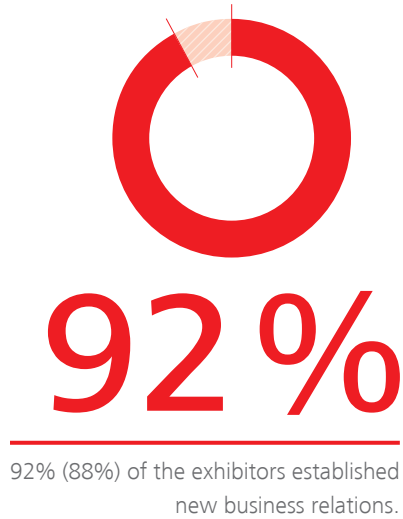
Did you reach your most important target groups at FeuerTrutz 2019?



98% (96%) of the exhibitors reached their most important target groups during FeuerTrutz 2019.

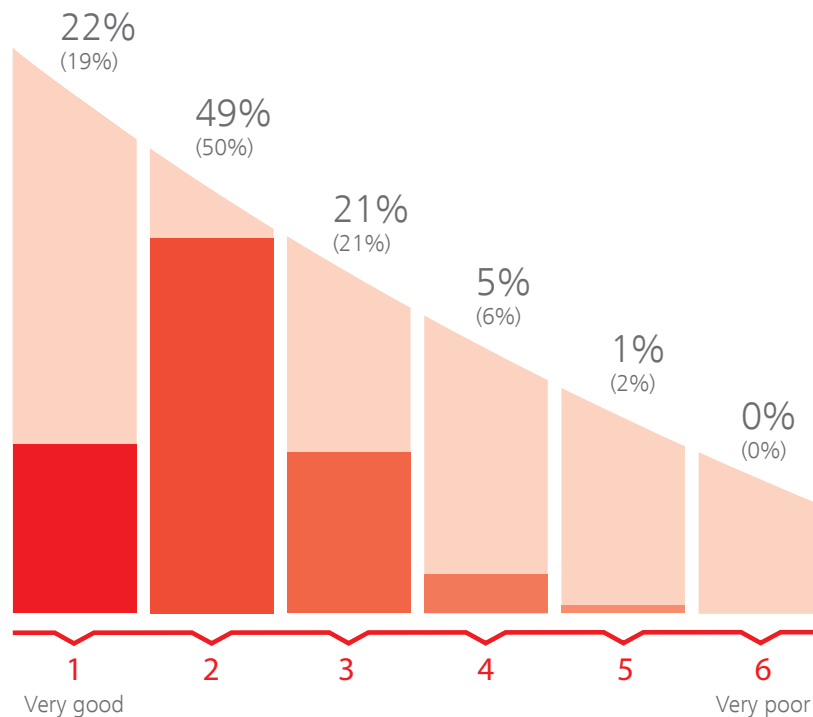
7.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



7.5 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



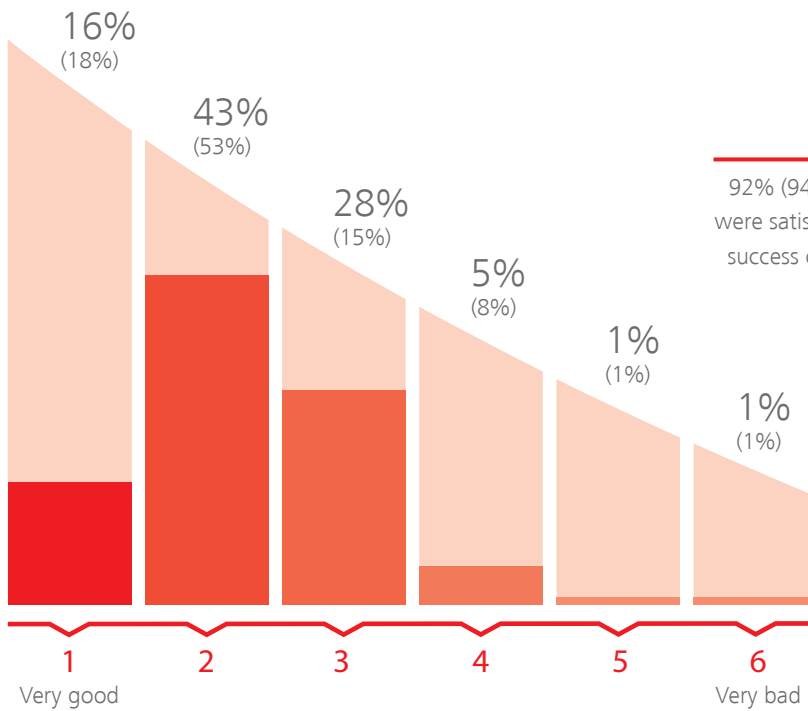
97%

97% (96%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 1% (3%)

7.6 OVERALL SUCCESS

How successful do you think taking part in FeuerTrutz 2019 was for your company overall?



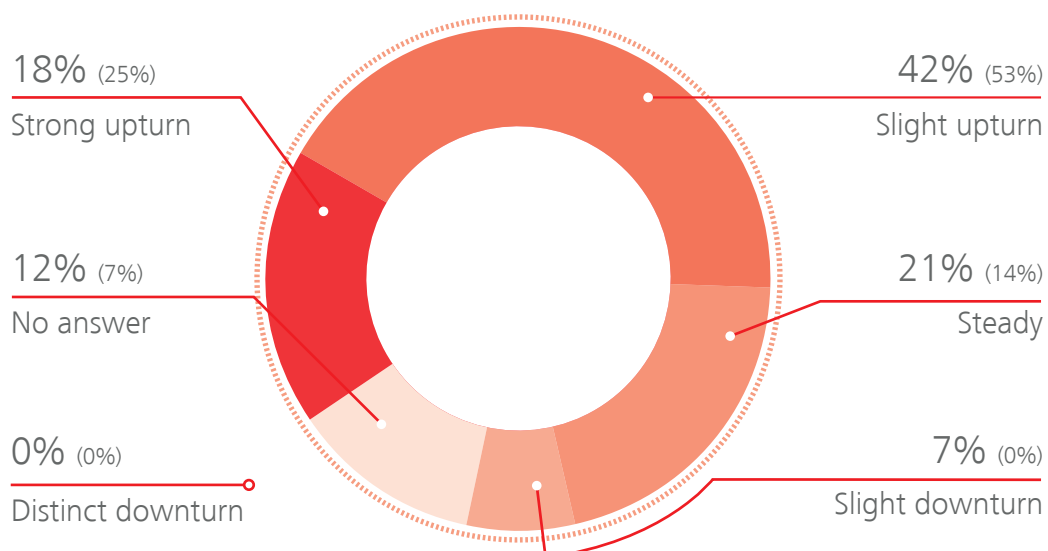
92% (94%) of the exhibitors were satisfied with the overall success of their participation in FeuerTrutz 2019.



No answer: 5% (5%)

7.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



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 9 11 8606-0, F +49 9 11 8606-8228, info@nuernbergmesse.de.

March 2019
NürnbergMesse GmbH
- Market Research -
