



The IT Security Expo and Congress

Nuremberg, Germany, 8 – 10 October 2019



SHOW REPORT

NÜRNBERG MESSE



1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	756 (698)	580 (515)	176 (183)
Visitors	15,590 (14,290)	14,321 (13,234)	1,269 (1,056)
Total exhibition space (in m ²)	29,700 24,400	— (-)	— (-)
Exhibitor stand space (in m ²)	13,819 (11,738)	11,617 (9,793)	2,202 (1,945)
Special shows (in m ²)	850 (850)	850 (850)	— (-)

2. CONGRESS

More than **2,000**
PARTICIPANTS
 sourced information at **30** Congress@it-sa
 presentations

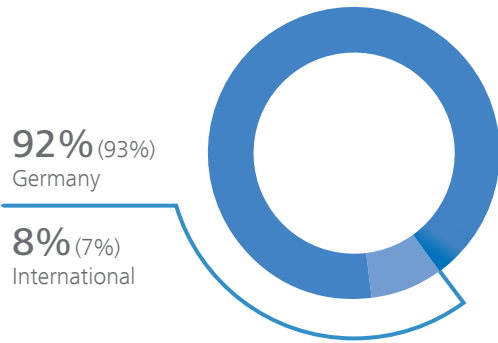
3. MEDIA

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

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



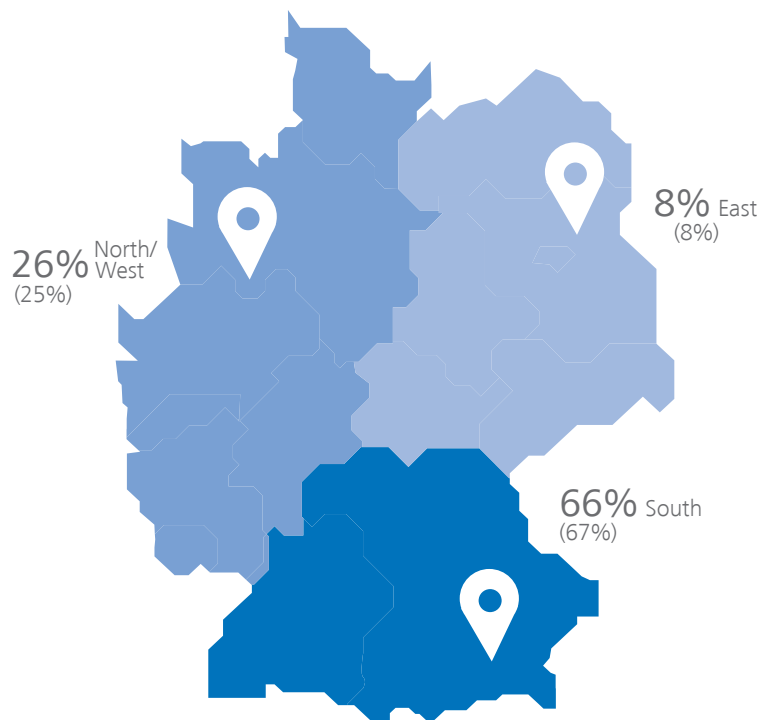
TOP 5 COUNTRIES FOR INTERNATIONAL VISITORS

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

NUMBER OF COUNTRIES:

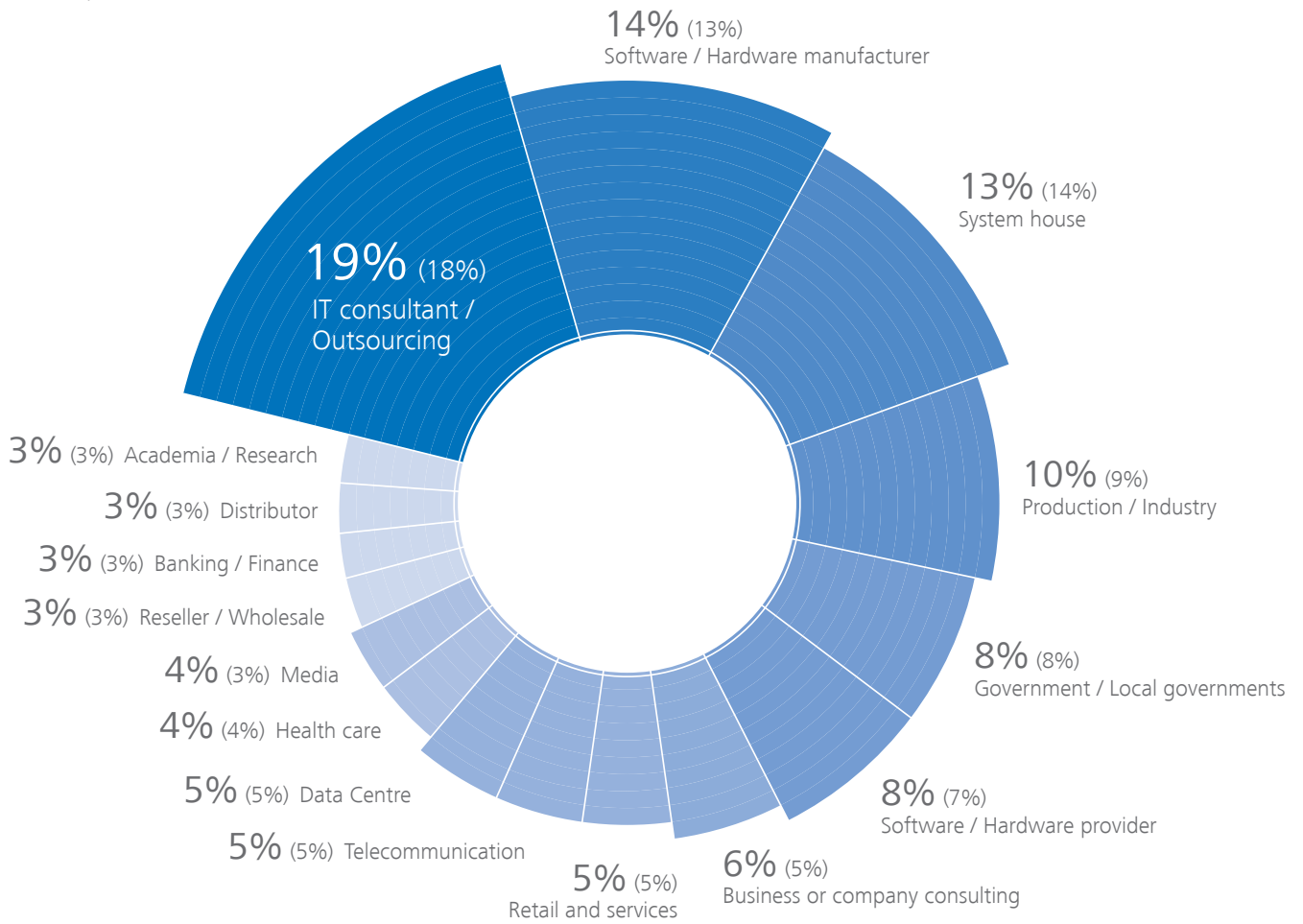
64
(49)

STRUCTURE OF GERMAN VISITORS

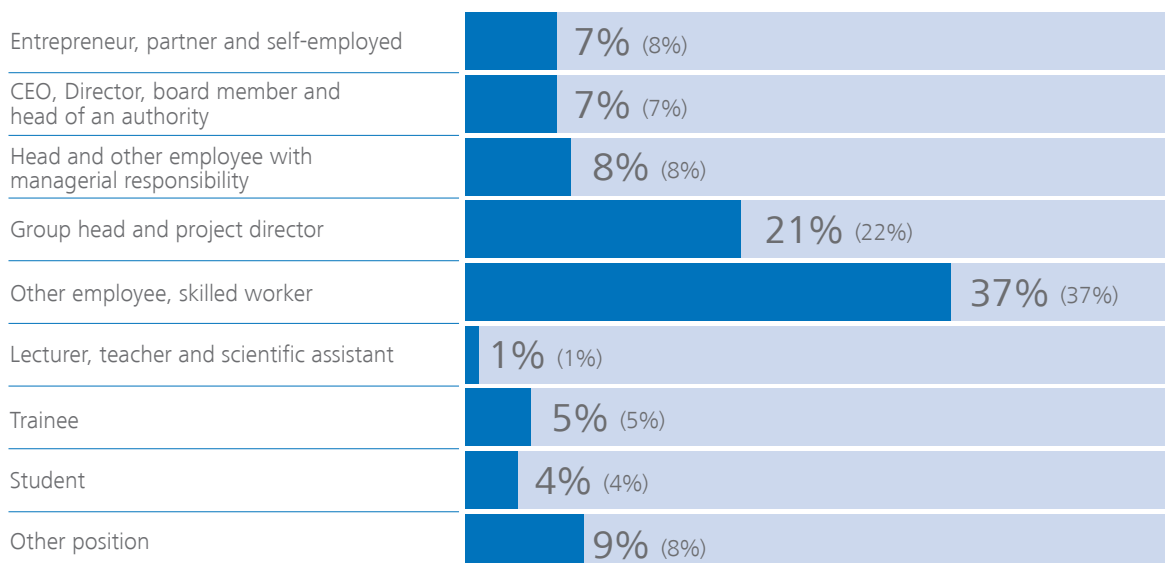


4.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



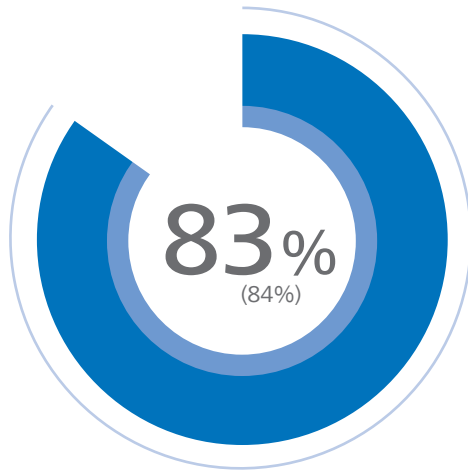
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

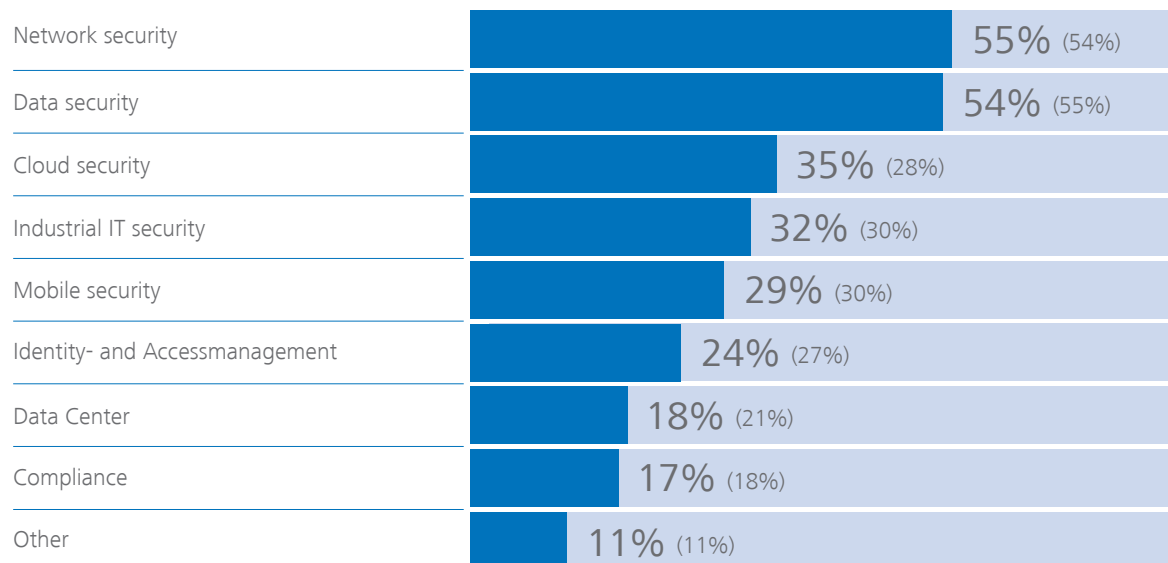


of the visitors are ...

involved in **purchasing decisions** in their company.

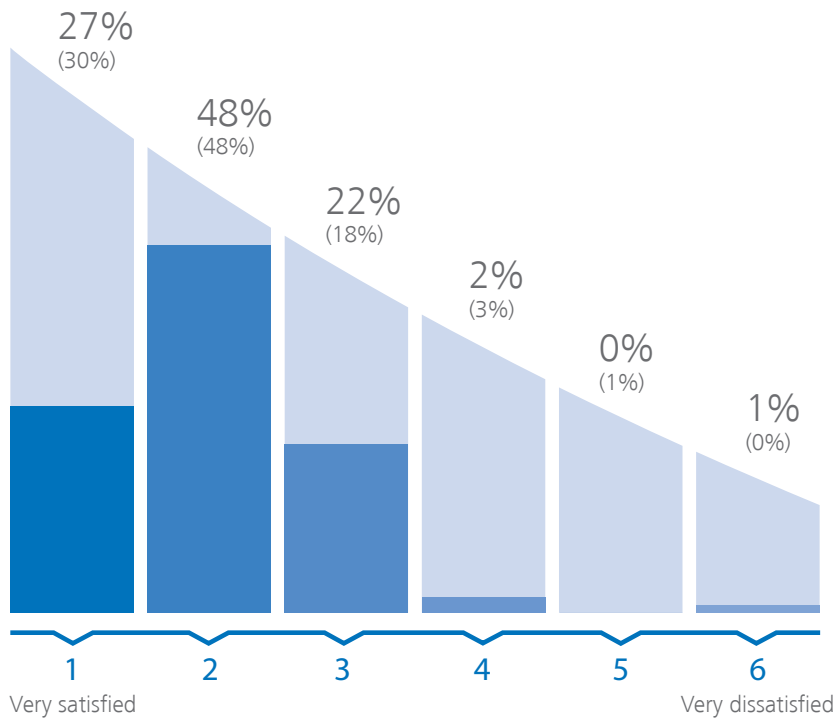
5.2 PRODUCT GROUPS (main interest of visitors)

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



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at it-sa 2019?

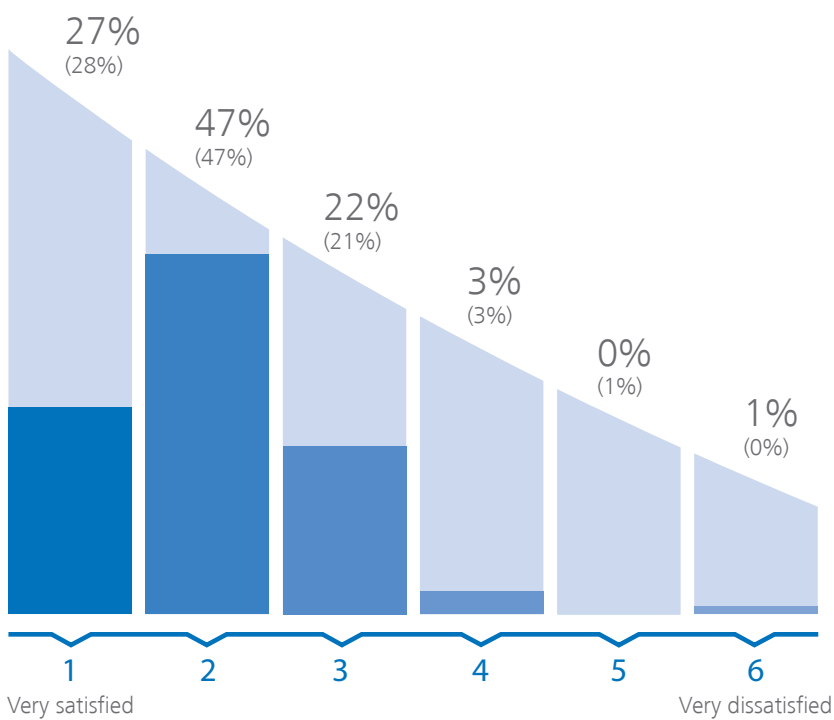


99 %

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?

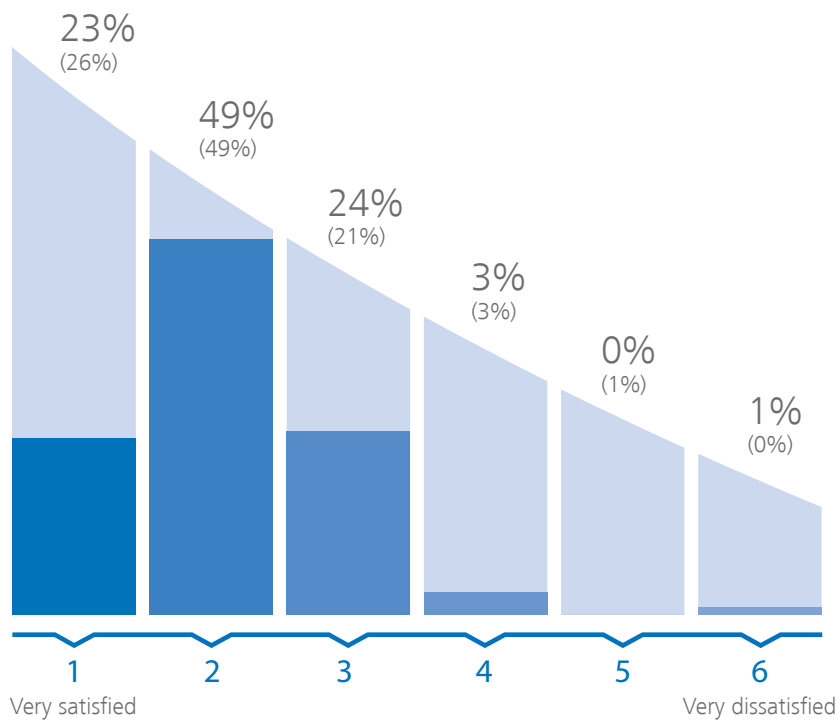


99 %

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

5.5 ORGANIZATION AND SERVICE

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

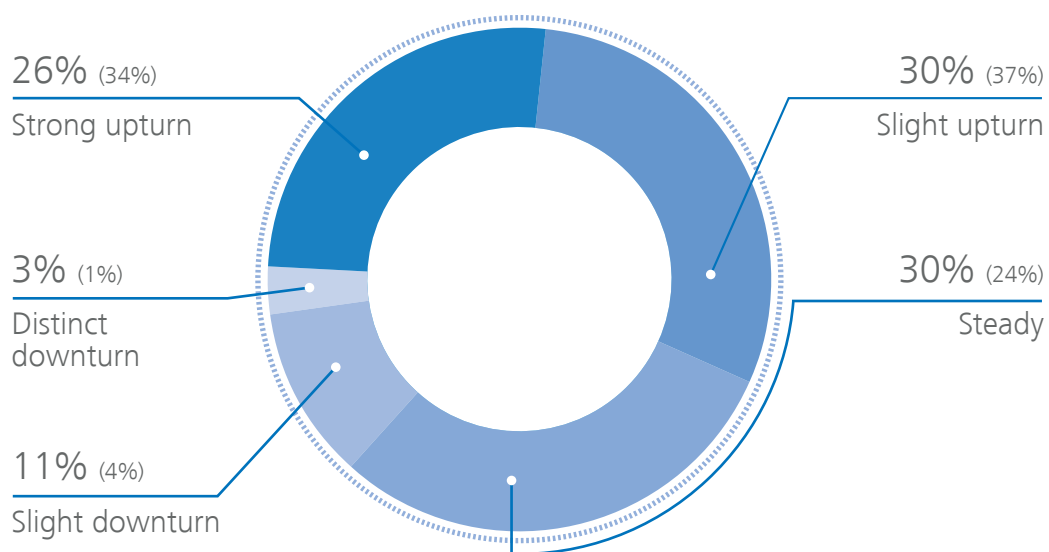


99 %

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

5.6 ECONOMIC SITUATION IN SECTOR

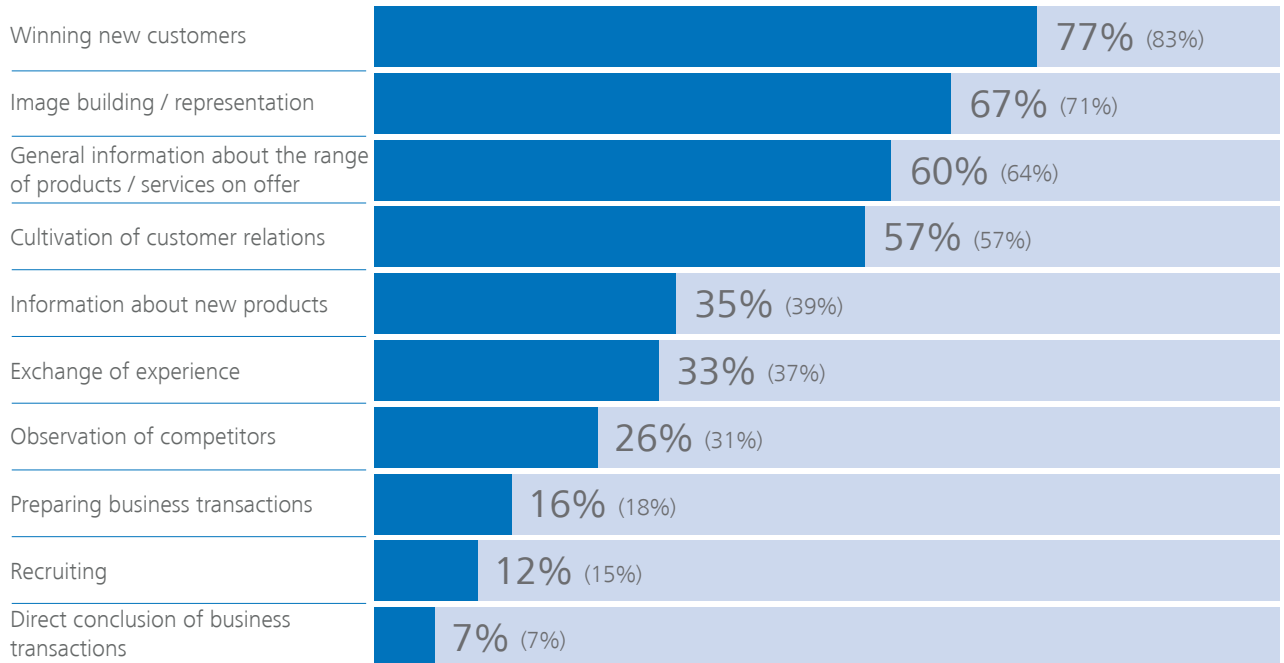
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

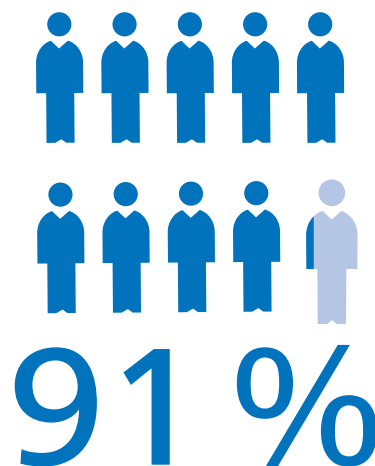
6.1 EXHIBITORS' OBJECTIVES

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



6.2 TARGET GROUP ACCURACY

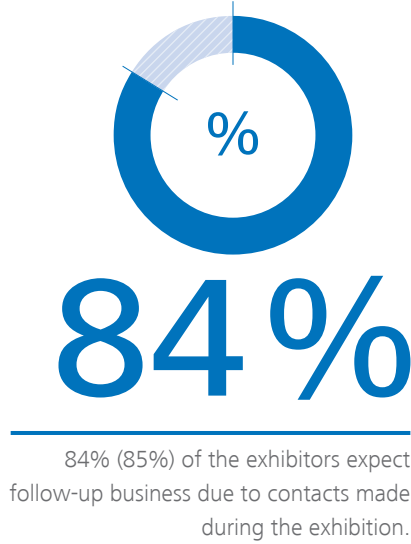
Did you reach your most important target groups at it-sa 2019?



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

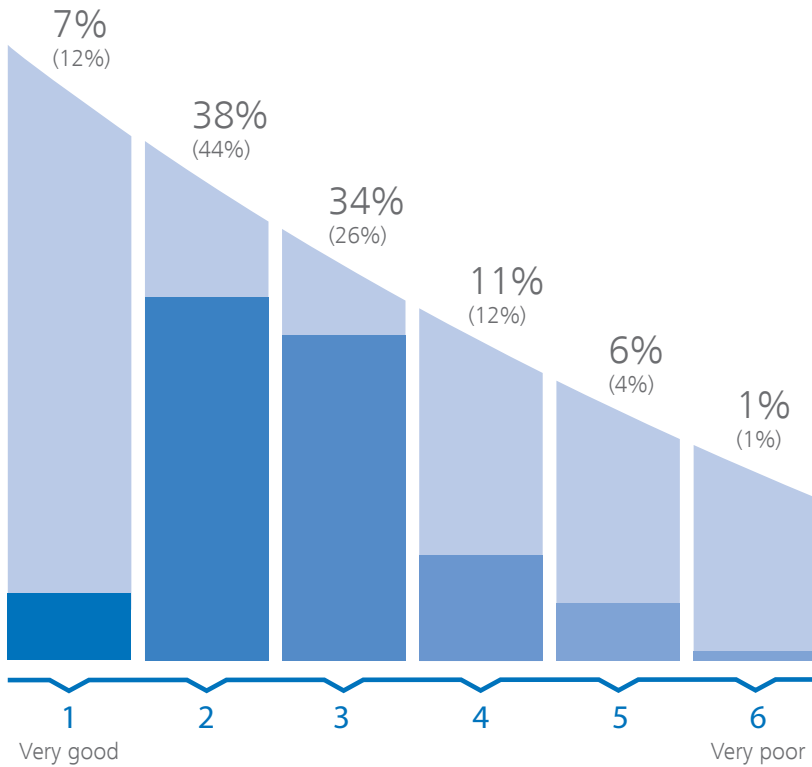
6.3 FOLLOW-UP BUSINESS

Do you expect follow-up business after making contacts and paving the way during the fair?



6.4 QUALITY OF VISITORS

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



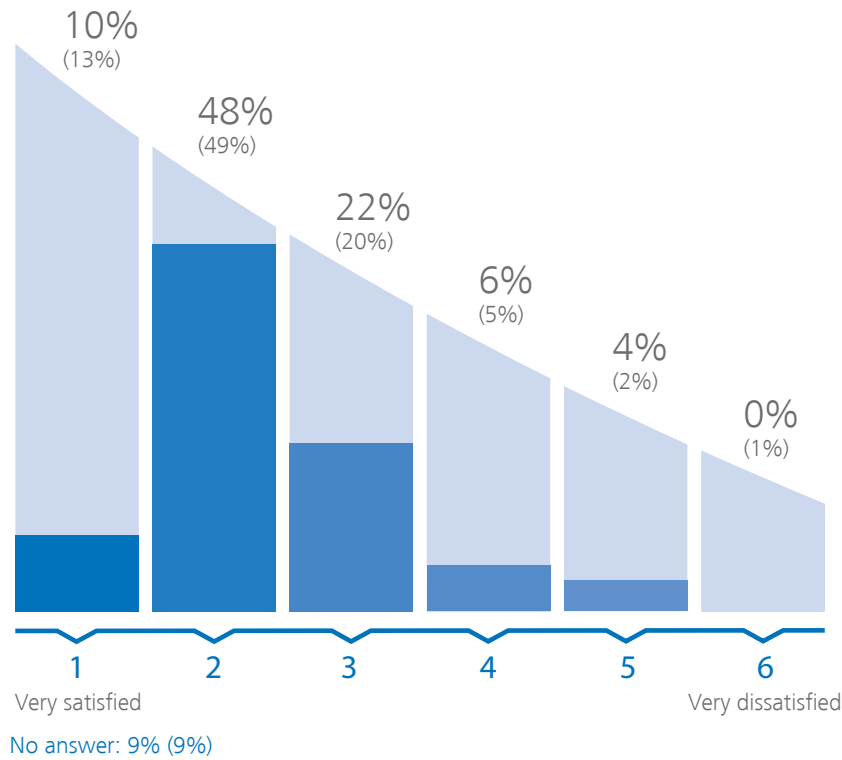
90 %

90% (94%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 3% (1%)

6.5 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?

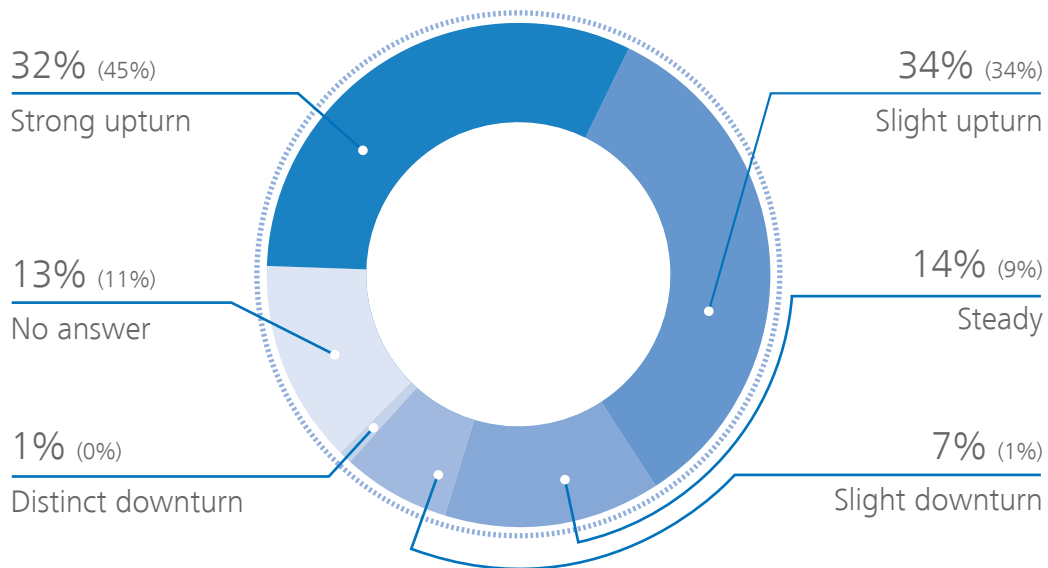


86 %

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?



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 8606-82 28, info@nuernbergmesse.de.

November 2019
NürnbergMesse GmbH
- Market Research -
