

**FENSTERBAU**  
**FRONTALE**

NUREMBERG, 21–24.3.2018

THE TRADE  
SHOW.

WINDOW.

DOOR.

FACADE.

SHOW REPORT

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	814 (794)	413 (446)	401 (348)
Visitors (incl. HOLZ-HANDWERK)	111,021 (110,581)	75,065 (75,692)	35,956 (34,889)
Total exhibition space (in m <sup>2</sup> )	99,600 (99,600)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	64,367 (63,035)	43,557 (45,636)	20,810 (17,399)
Special shows (in m <sup>2</sup> )	96 (78)	96 (78)	— (—)

## 2. WEBSITE

326,086

visits and **2,101,860** page impressions from **131** countries at [www.frontale.de](http://www.frontale.de) from 24.03.2017 to 24.03.2018

### 3. VISITOR REGISTRATION OF FENSTERBAU FRONTALE

#### 3.1 ORIGIN OF VISITORS

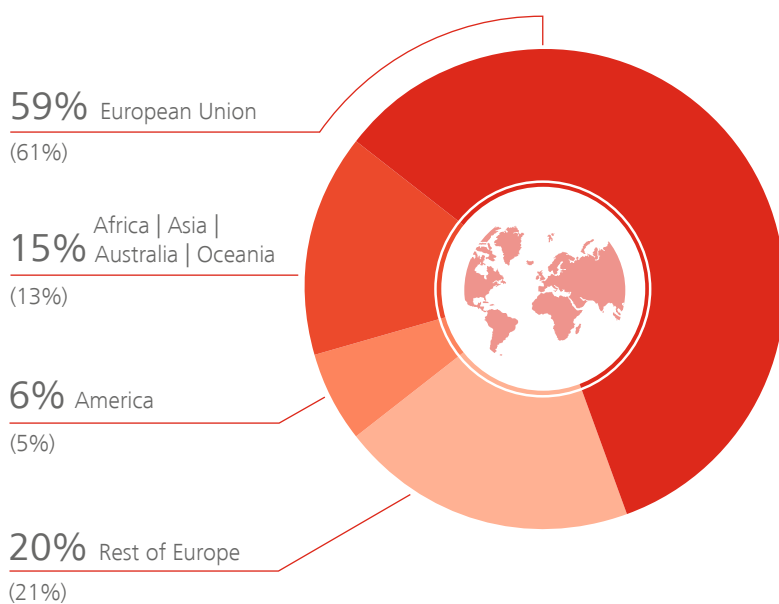
NUMBER OF COUNTRIES:

**116**  
(109)

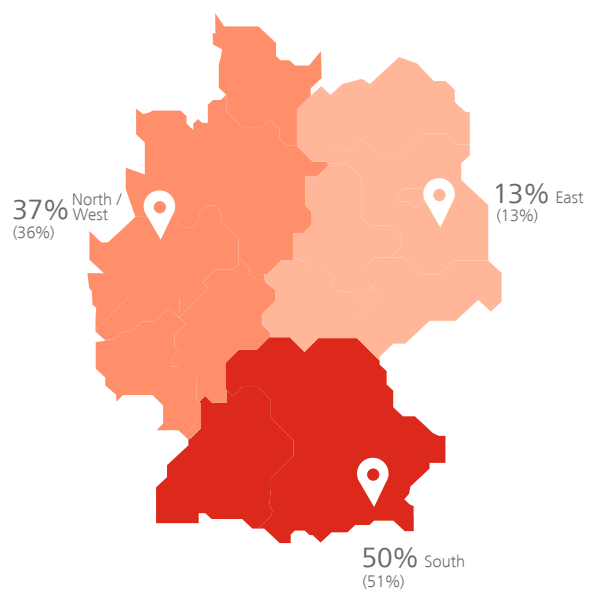
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Italy
2	Poland
3	People's Republic of China
4	Austria
5	Russian Federation
6	Romania
7	Spain
8	France
9	Switzerland
10	Czech Republic

#### STRUCTURE OF INTERNATIONAL VISITORS

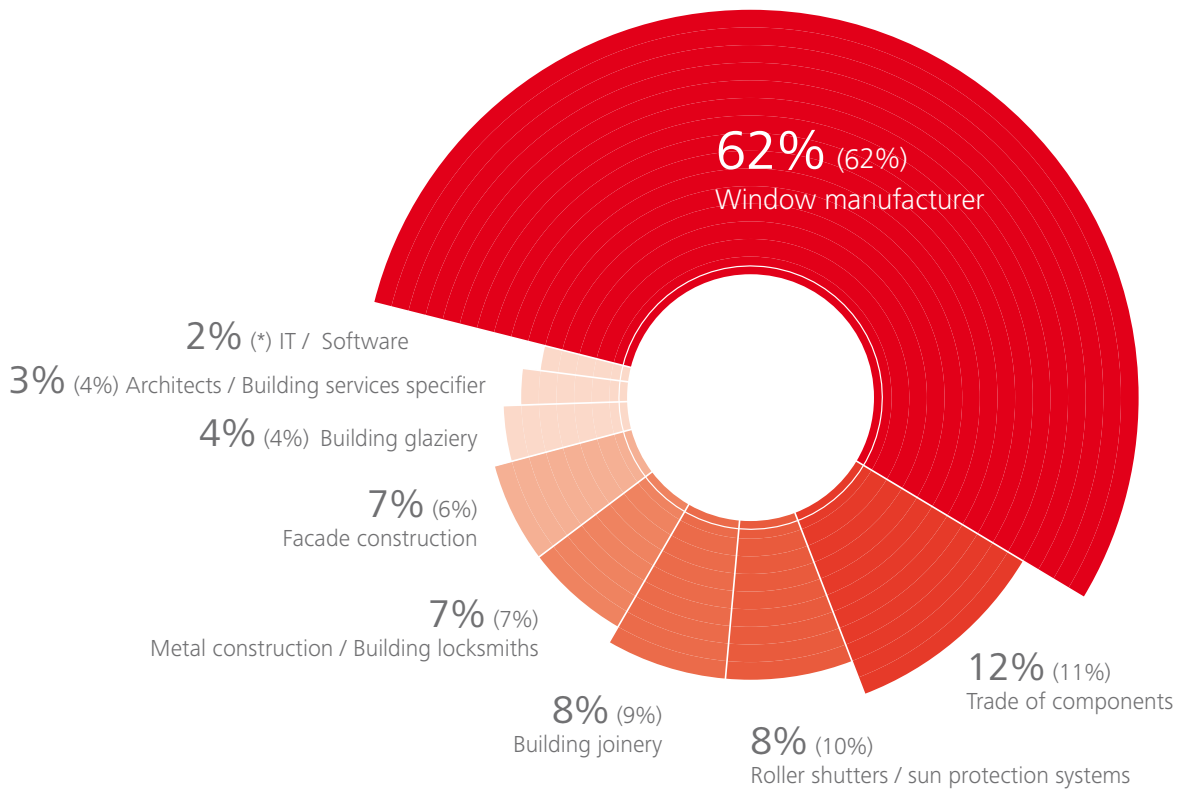


#### STRUCTURE OF GERMAN VISITORS

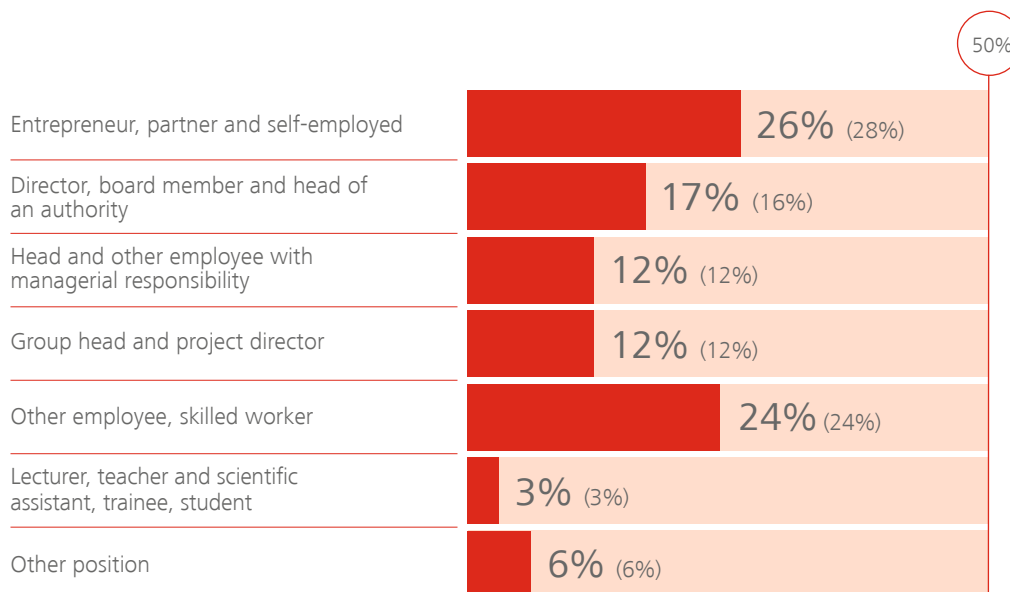


### 3.2 VISITORS' BRANCHES

(Multiple answers, extract)



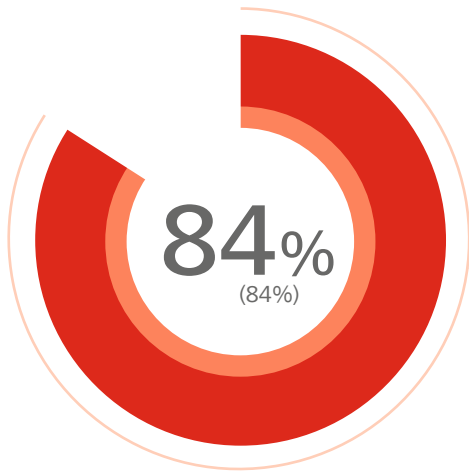
### 3.3 PROFESSIONAL STATUS OF VISITORS



## 4. VISITOR SURVEY

### 4.1 DECISION-MAKERS

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

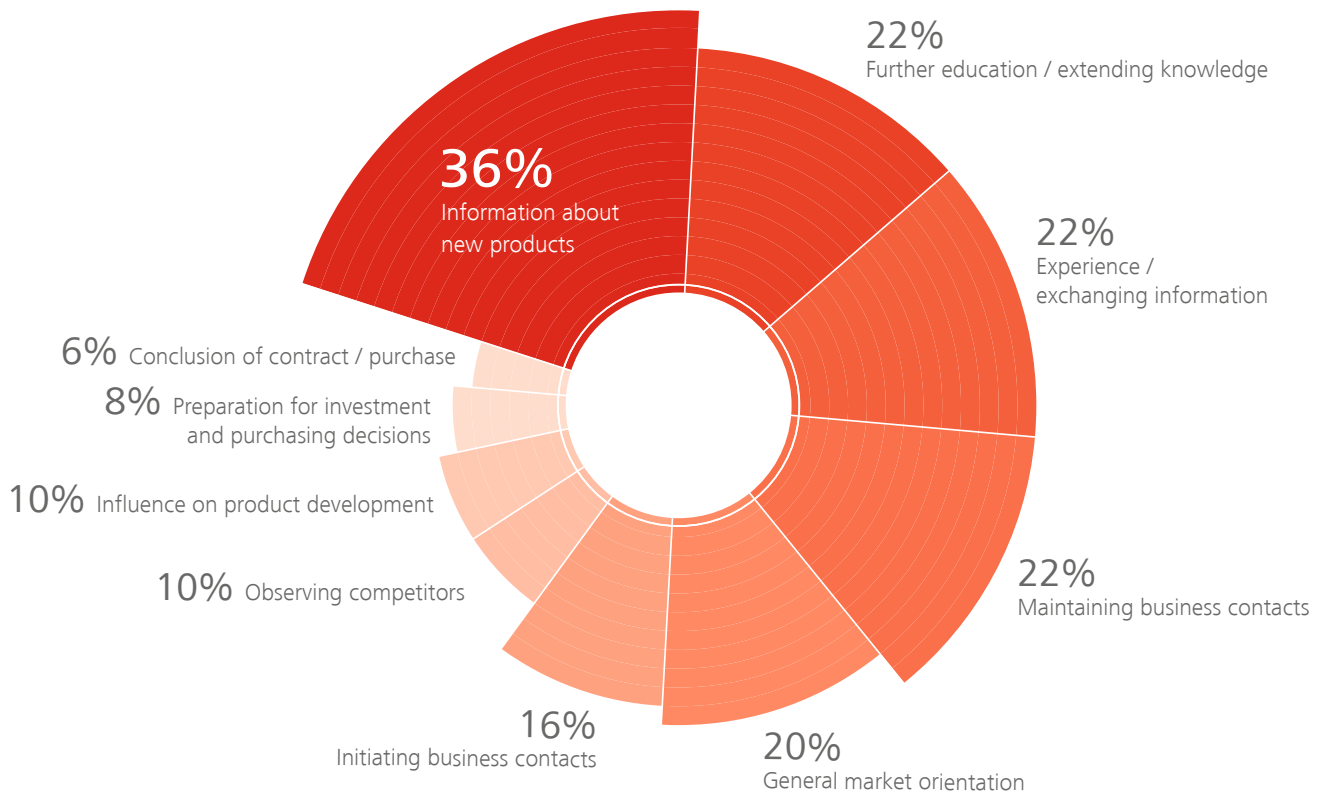


of the visitors are ...

involved in purchasing decisions in their company.

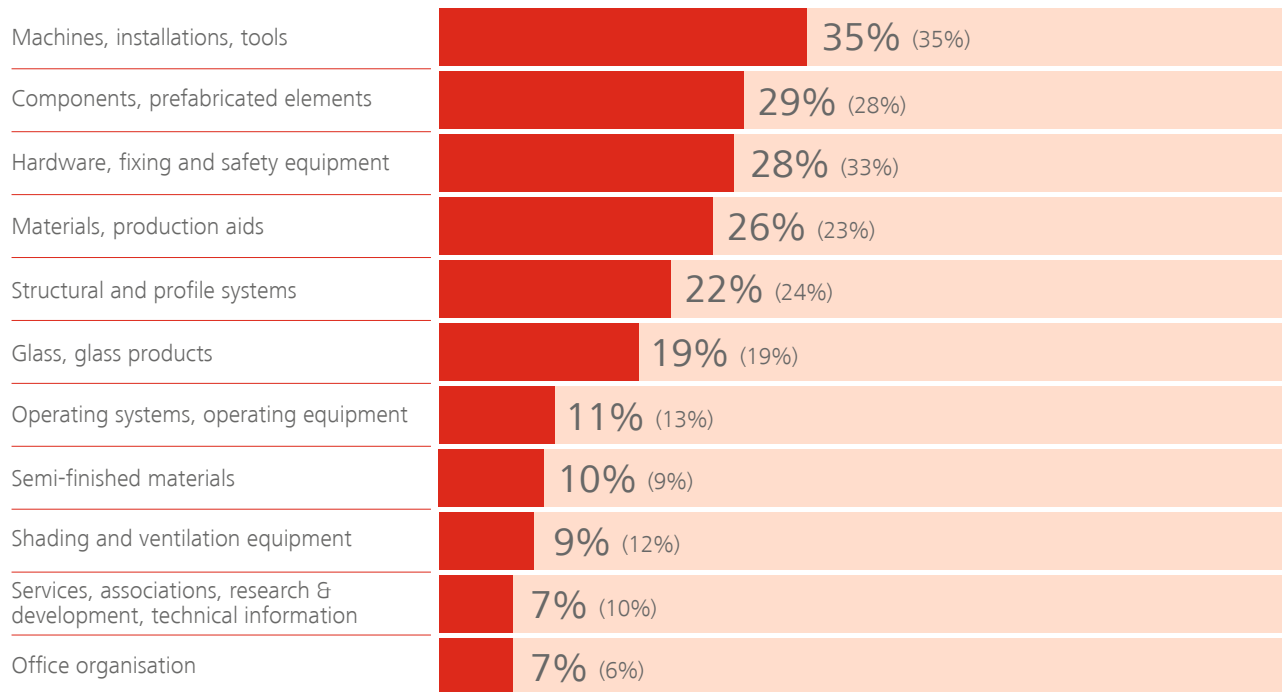
### 4.2 MAIN REASONS FOR VISIT\*

What are the main reasons for your visit to FENSTERBAU FRONTALE 2018? (Multiple answers, extract)



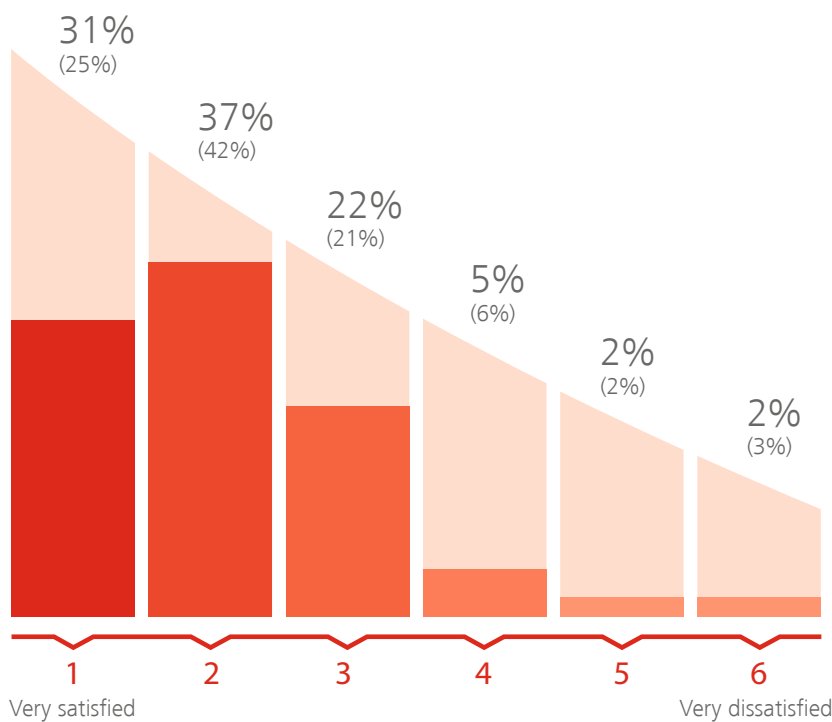
### 4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at FENSTERBAU FRONTALE 2018? (Multiple answers)



### 4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products / services presented at FENSTERBAU FRONTALE 2018?

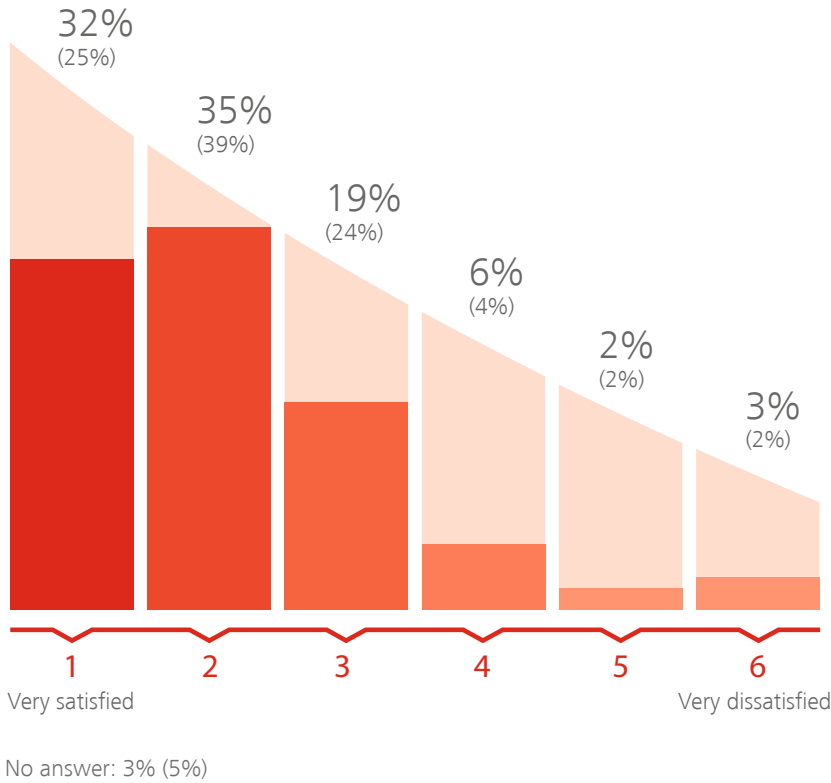


# 95 %

95% (94%) of the visitors were satisfied with the range of products and services presented at FENSTERBAU FRONTALE 2018.

## 4.5 OVERALL SATISFACTION

How satisfied are you overall with your visit to FENSTERBAU FRONTALE so far?

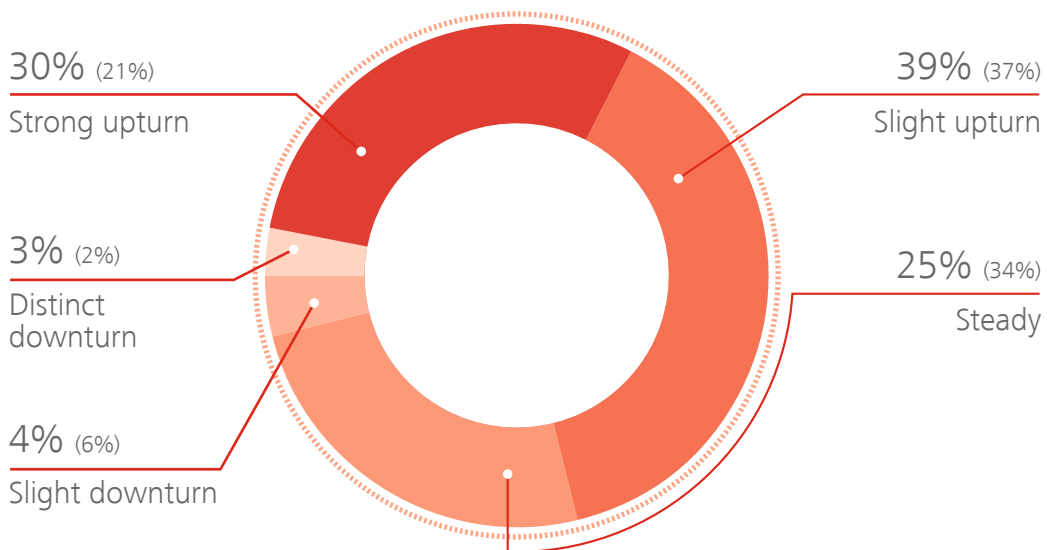


# 92 %

92% (92%) of the visitors were satisfied with their visit to the trade fair.

## 4.6 ECONOMIC SITUATION IN SECTOR

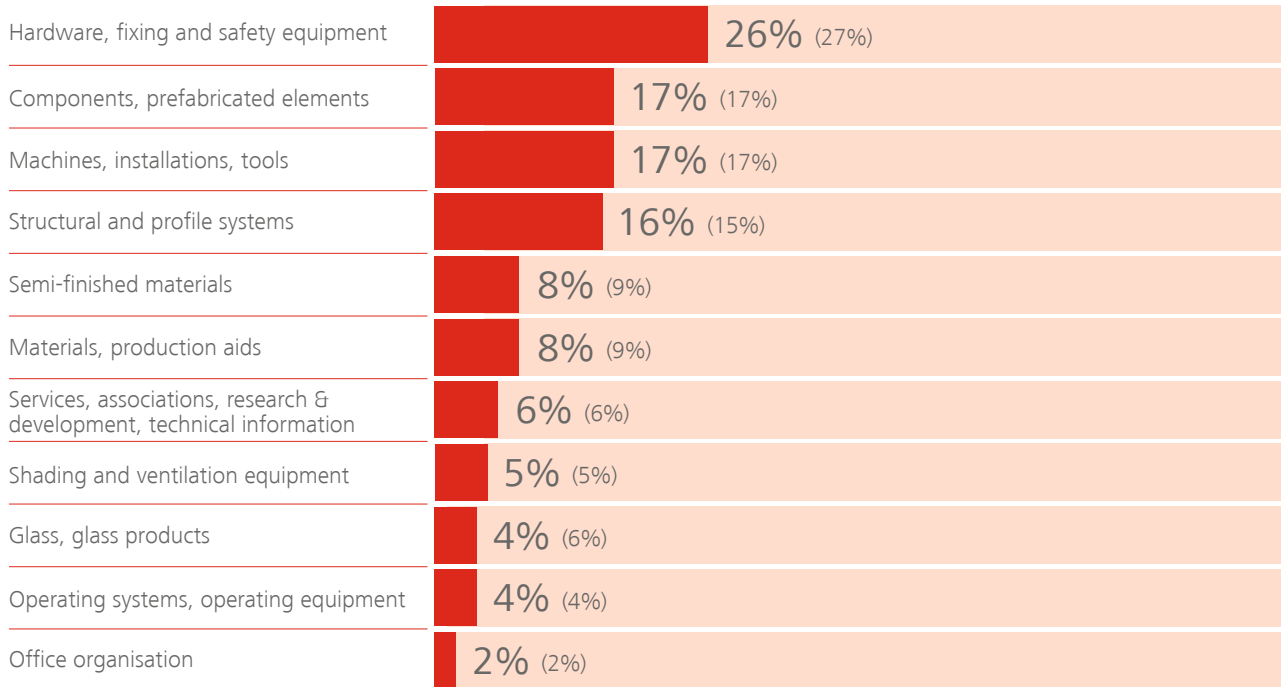
How do you rate the current economic situation in your sector?



## 5. EXHIBITOR SURVEY

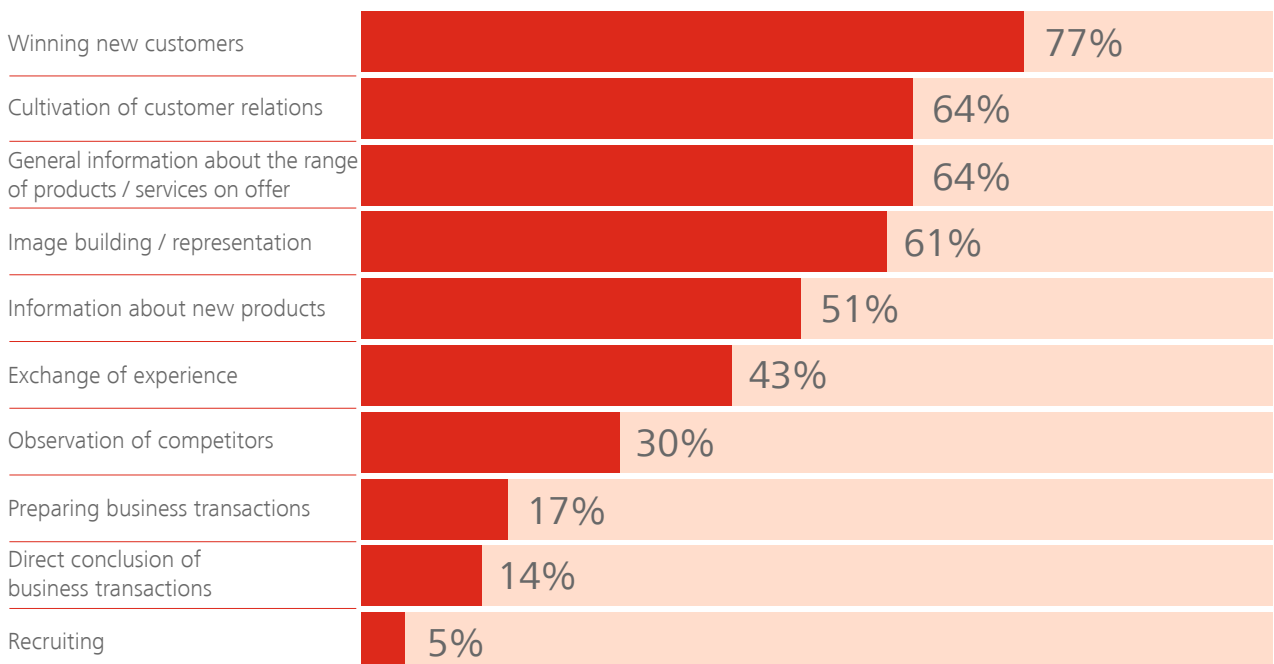
### 5.1 PRODUCT GROUPS (of exhibitors)

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



### 5.2 EXHIBITORS' OBJECTIVES\*

What were your company's objectives for exhibiting at FENSTERBAU FRONTALE 2018? (Multiple answers, extract)





### 5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at FENSTERBAU FRONTALE 2018?

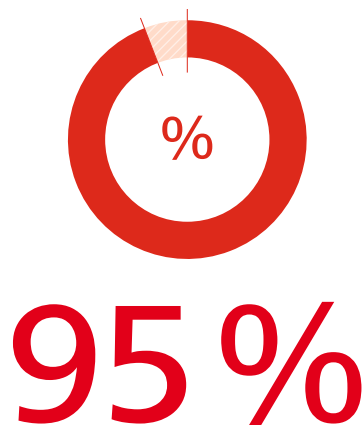


98% (97%) of the exhibitors reached their most important target groups during FENSTERBAU FRONTALE 2018.

---

### 5.4 NEW BUSINESS RELATIONS

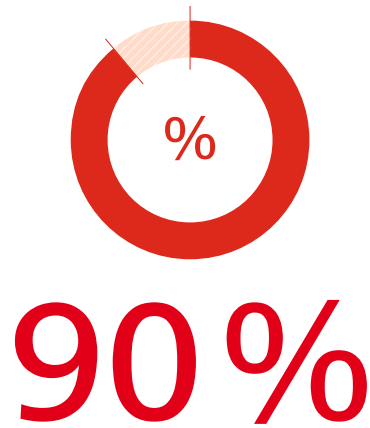
To what extent did your company make new business connections in the course of the fair?



95% (94%) of the exhibitors established new business relations.

## 5.5 FOLLOW-UP BUSINESS

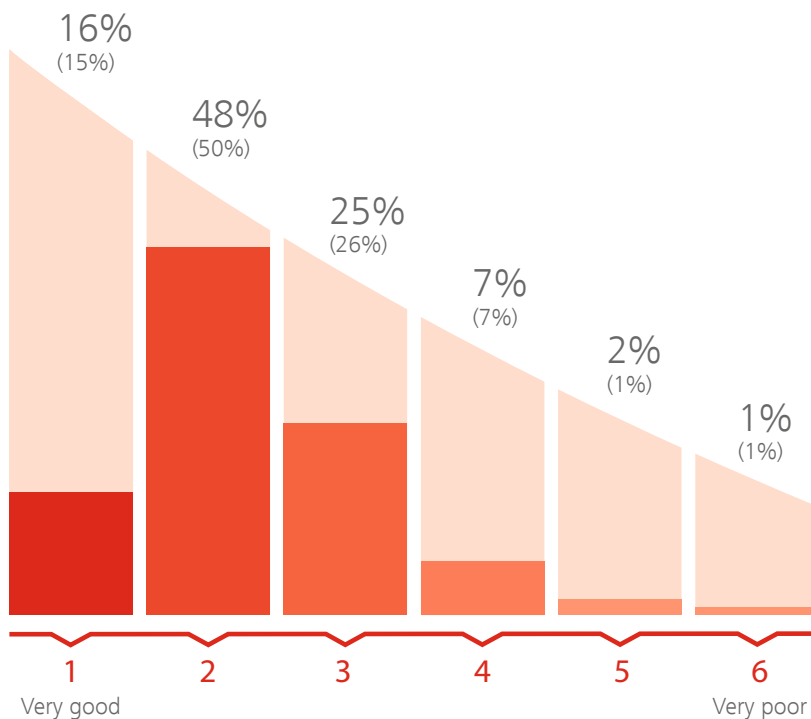
Do you expect follow-up business after making contacts and paving the way during the fair?



90% (89%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

## 5.6 QUALITY OF VISITORS

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



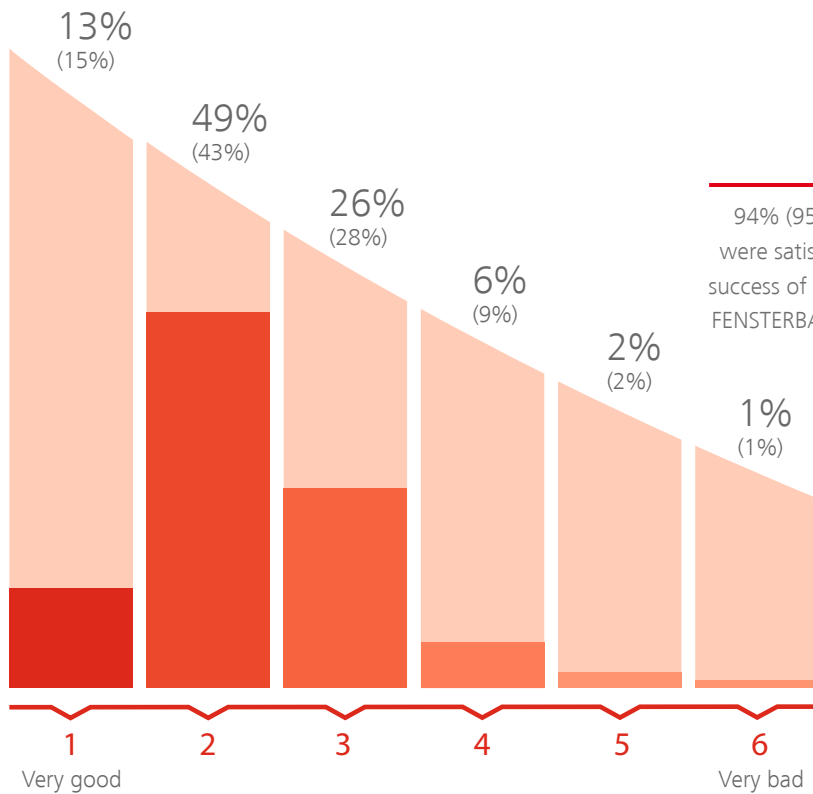
96%

96% (98%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 2% (0%)

## 5.7 OVERALL SUCCESS

How successful do you think taking part in FENSTERBAU FRONTALE 2018 was for your company overall?



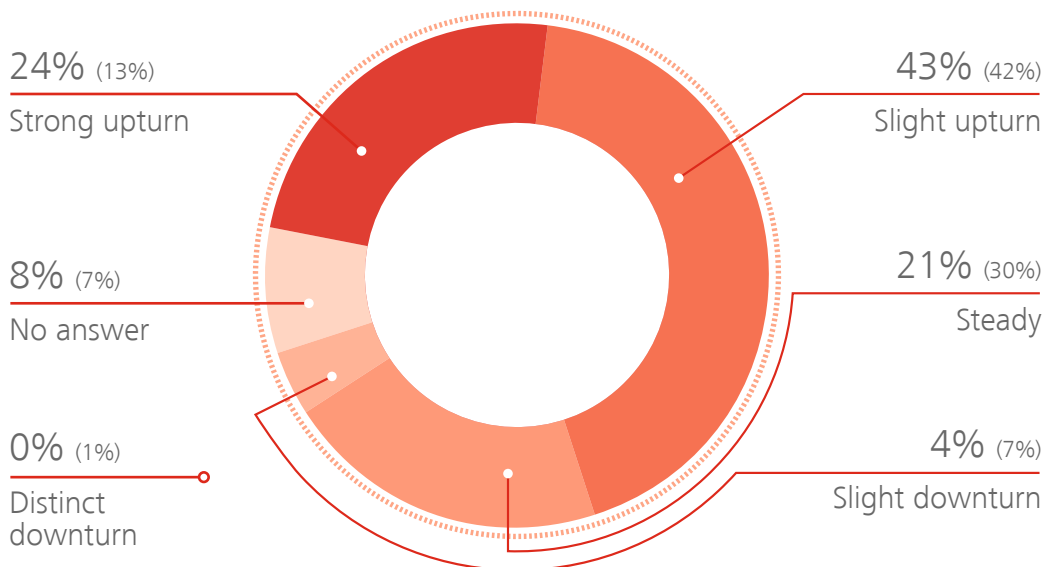
94% (95%) of the exhibitors were satisfied with the overall success of their participation in FENSTERBAU FRONTALE 2018.



No answer: 3% (3%)

## 5.8 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](http://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](mailto:info@nuernbergmesse.de).

April 2018  
NürnbergMesse GmbH  
- Market Research -

---