

14 – 16.1.2020 // Nuremberg, Germany

# PERIMETER PROTECTION

International Exhibition for Perimeter Protection,  
Fencing and Building Security

[perimeter-protection.de](http://perimeter-protection.de)



Show Report

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	166 (135)	88 (79)	78 (56)
Visitors	4,227 (3,639)	3,003 (2,725)	1,224 (914)
Total exhibition space (in m <sup>2</sup> )	12,000 (10,500)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	6,058 (5,347)	3,934 (3,899)	2,124 (1,448)
Special shows (in m <sup>2</sup> )	162 (93)	— (—)	— (—)

## 2. SUPPORTING PROGRAMME

Round **1,300**  
PARTICIPANTS

enjoyed **27** presentations at the specialist forum of Perimeter Protection on various aspects of the outdoor security.

Round **180**  
PARTICIPANTS

informed themselves at the Nuremberg Security Conference of the Academy for Security in **6** lectures.

## 3. MEDIA

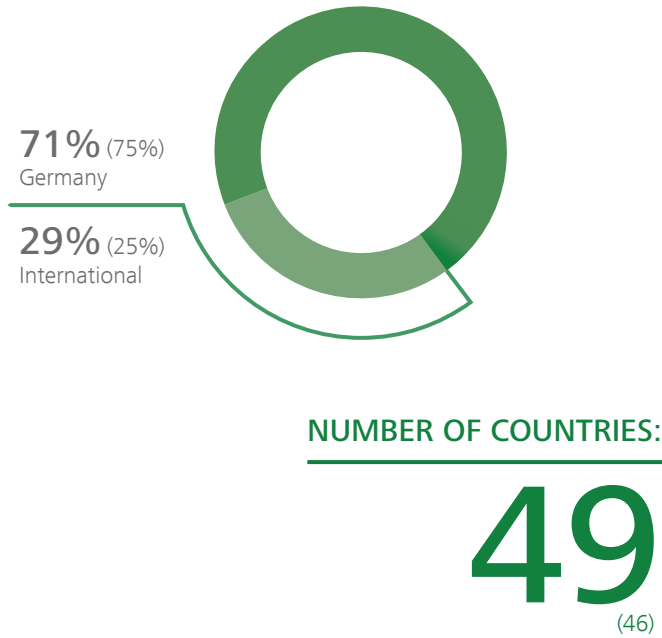
**22**  
**15,430**

media representatives from **4** countries

sessions from **106** countries at [www.perimeter-protection.de](http://www.perimeter-protection.de) from 18.12.2019 to 16.01.2020

## 4. VISITOR REGISTRATION

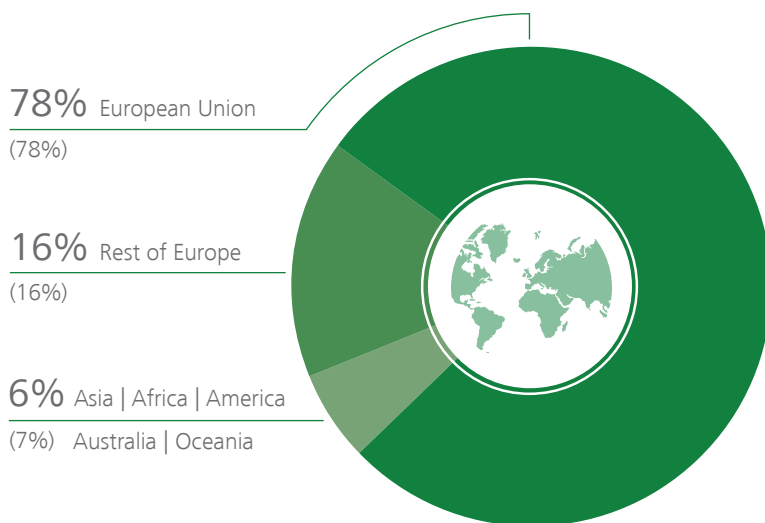
### 4.1 ORIGIN OF VISITORS



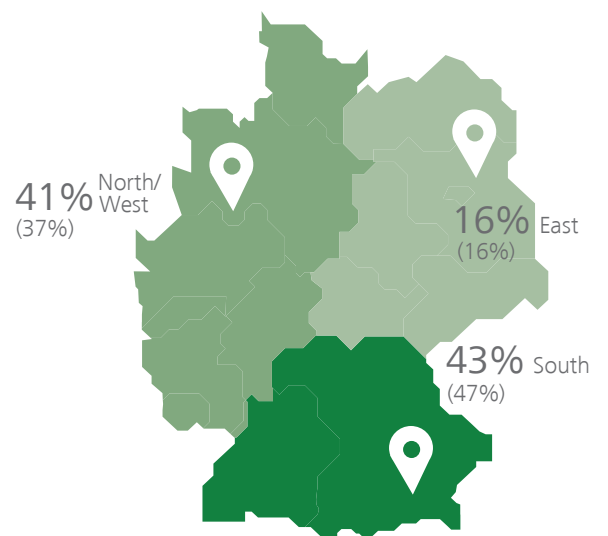
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

- 1 The Netherlands
- 2 Austria
- 3 Poland
- 4 Belgium
- 5 Switzerland
- 6 Italy
- 7 Norway
- 8 Slovenia
- 9 Czechia
- 10 Great Britain / Northern Ireland

#### STRUCTURE OF INTERNATIONAL VISITORS

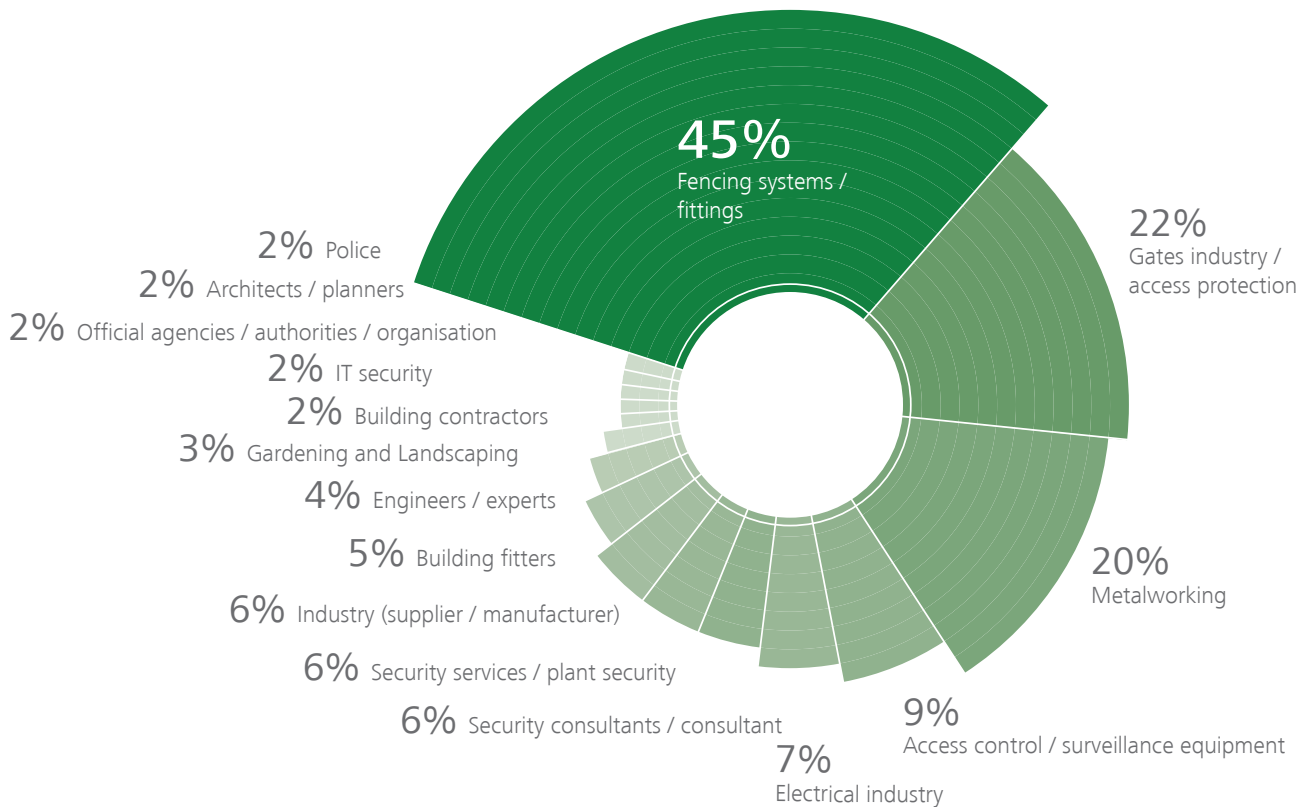


#### STRUCTURE OF GERMAN VISITORS

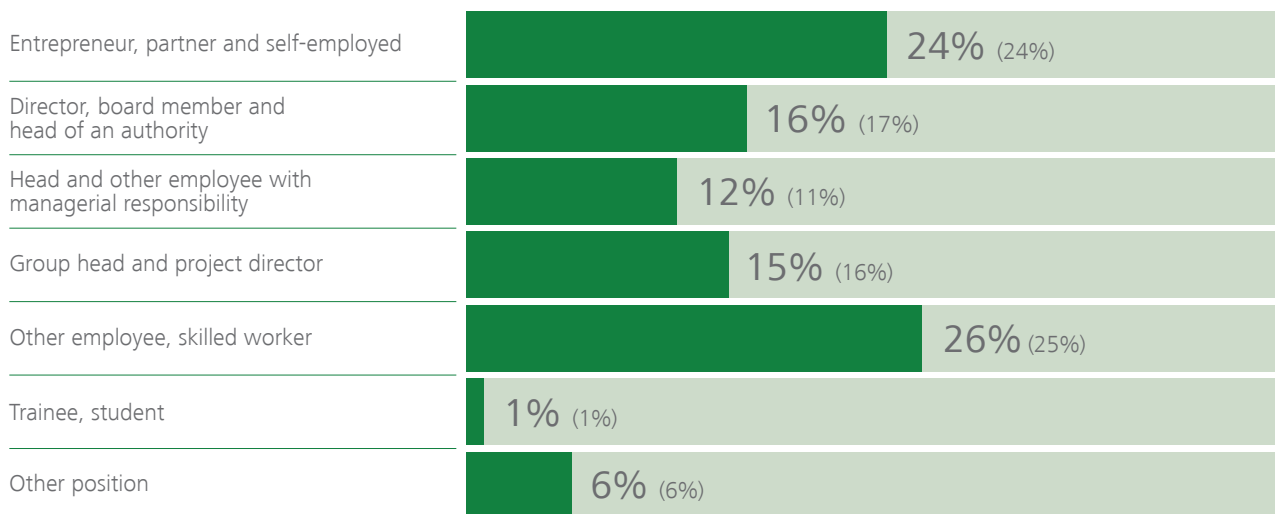


## 4.2 VISITORS' BRANCHES\*

(Multiple answers, extract)



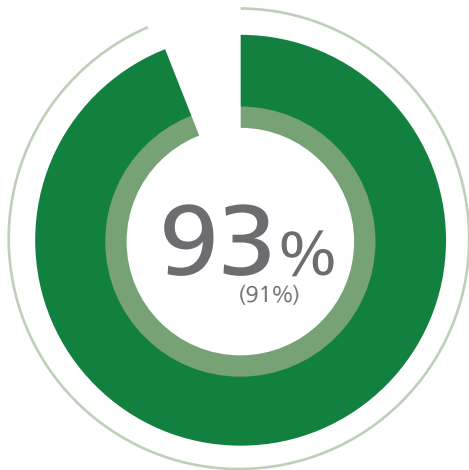
## 4.3 PROFESSIONAL STATUS OF VISITORS



## 5. VISITOR SURVEY

### 5.1 DECISION-MAKERS

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

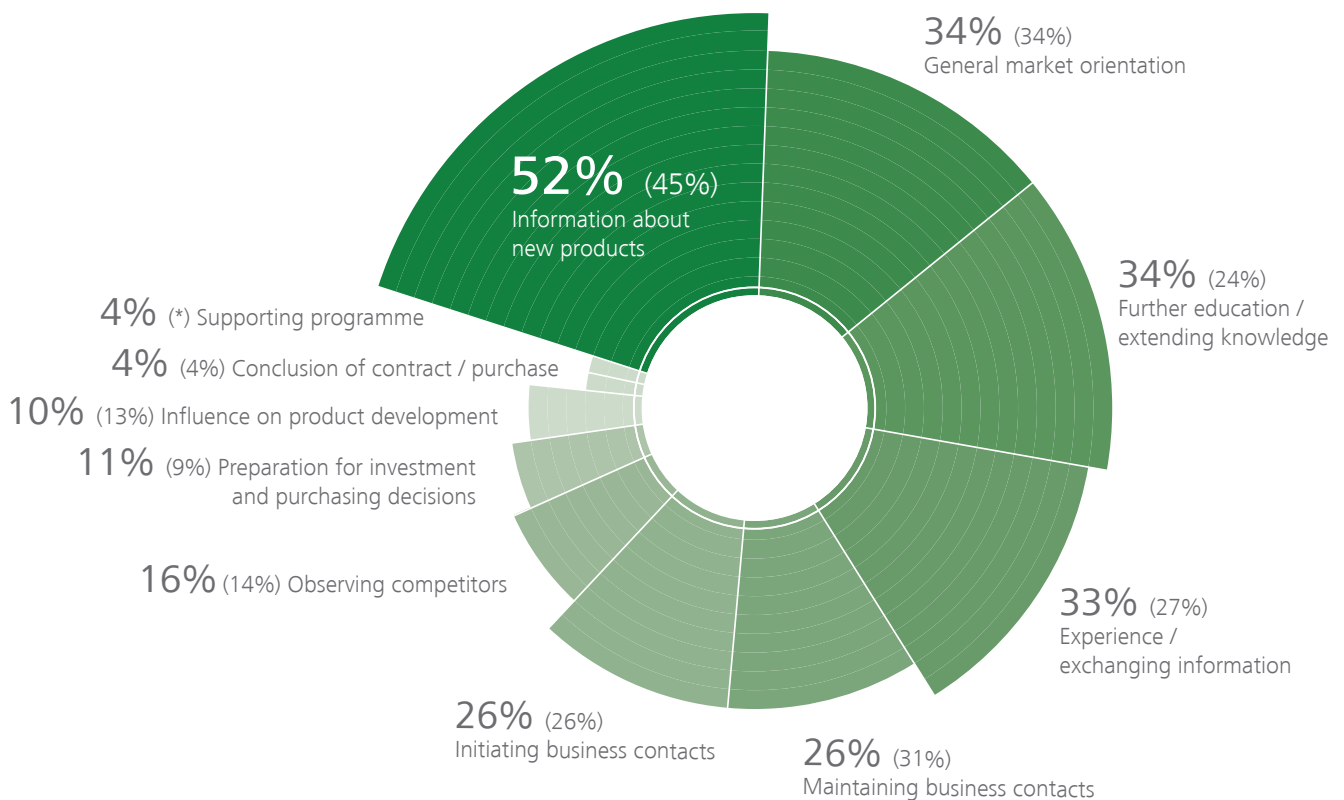


of the visitors are ...

involved in purchasing decisions in their company.

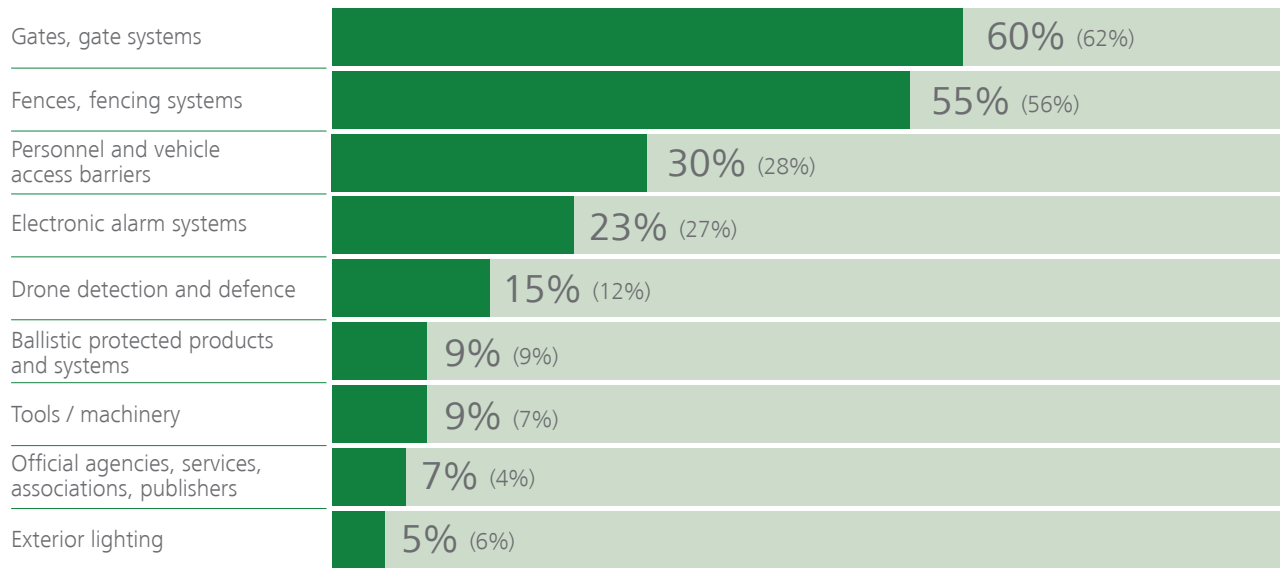
### 5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to Perimeter Protection 2020? (Multiple answers, extract)



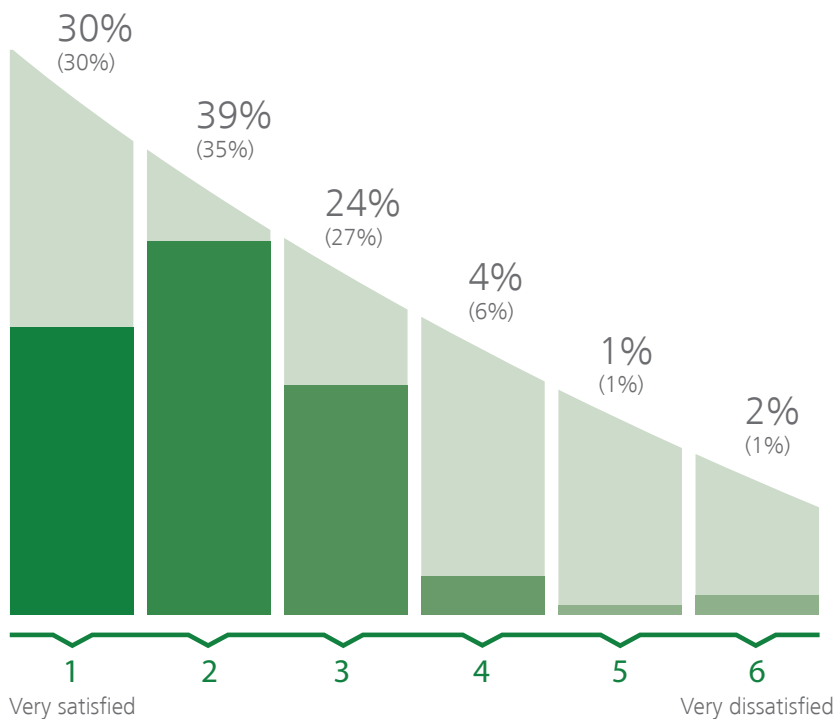
### 5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at Perimeter Protection 2020? (Multiple answers)



### 5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Perimeter Protection 2020?

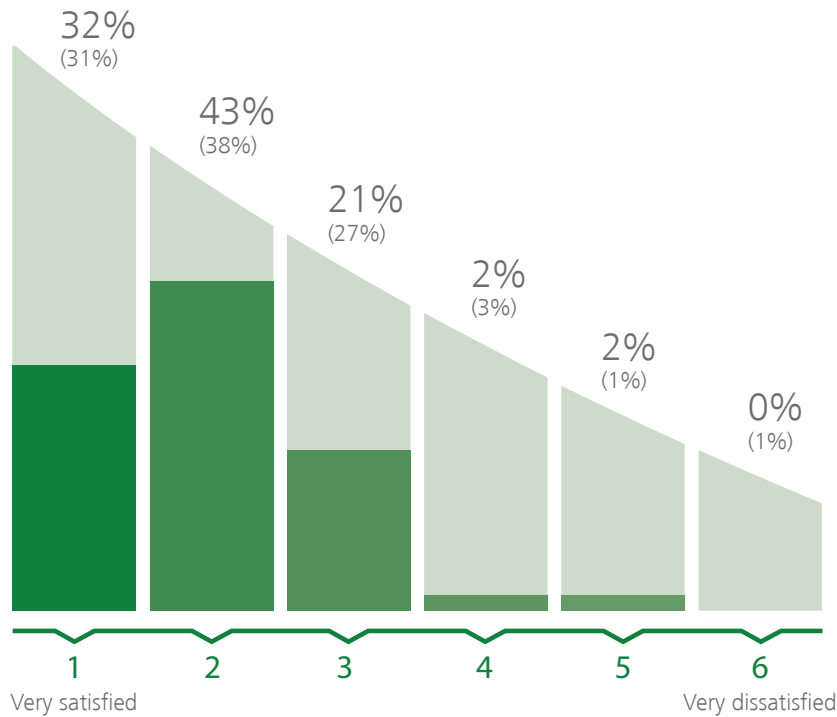


# 97 %

97% (98%) of the visitors were satisfied with the range of products and services presented at Perimeter Protection 2020.

## 5.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

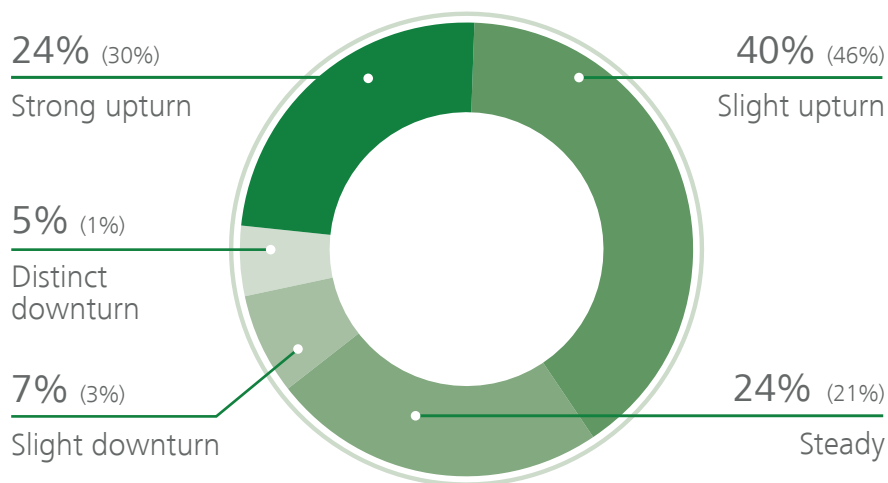


# 98%

98% (99%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

## 5.6 ECONOMIC SITUATION IN SECTOR

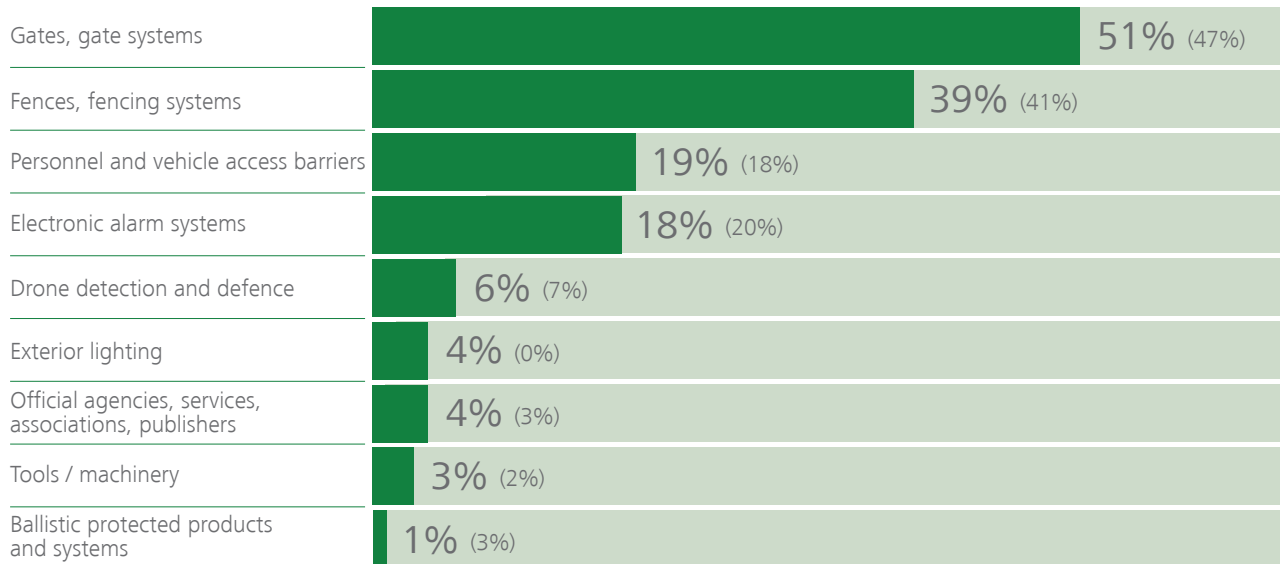
How do you rate the current economic situation in your sector?



## 6. EXHIBITOR SURVEY

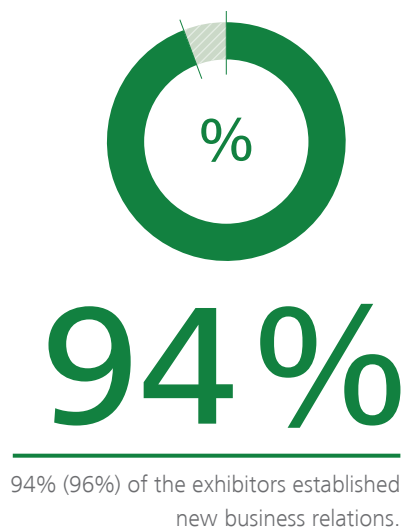
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 NEW BUSINESS RELATIONS

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

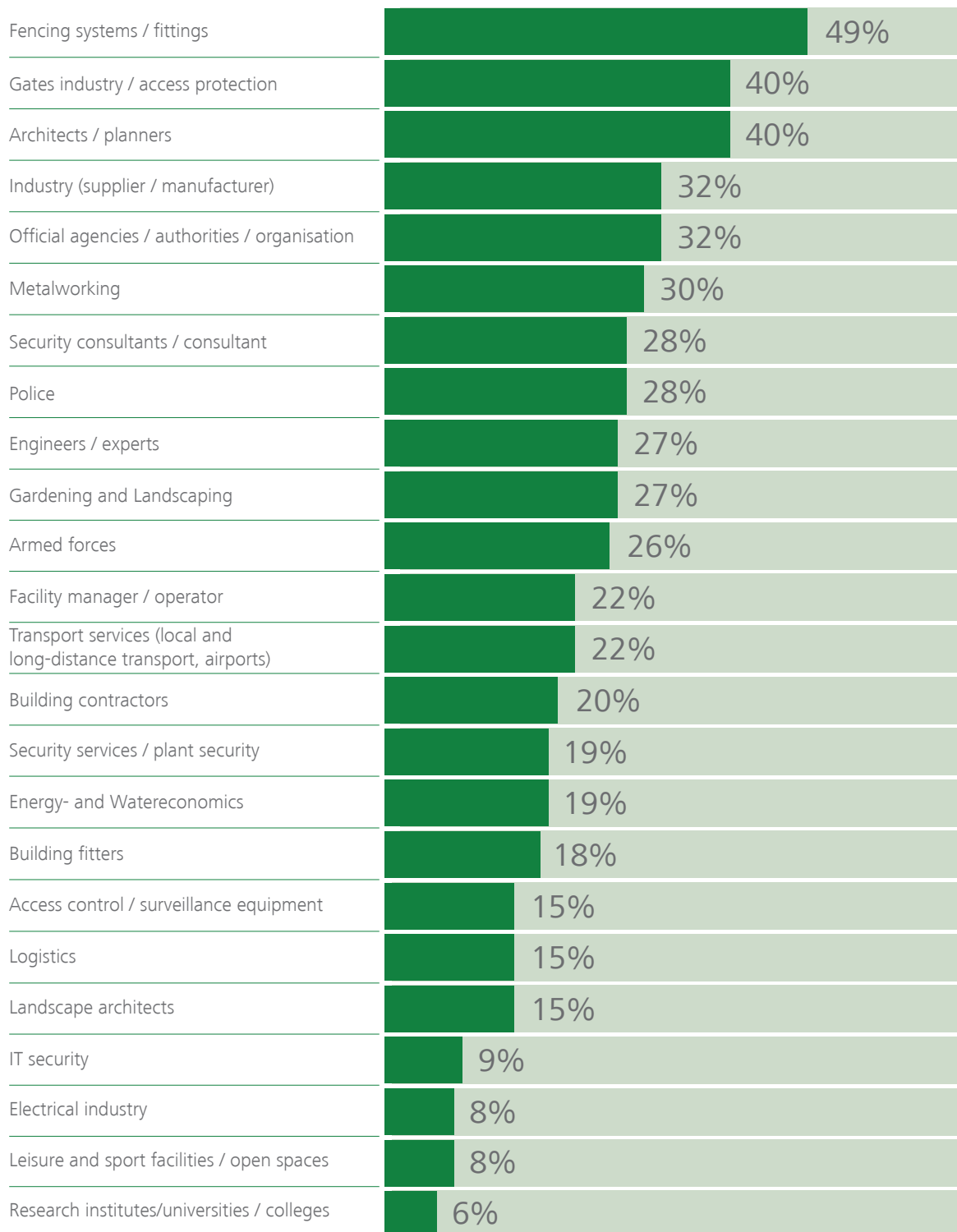




## 6.3 TARGET GROUPS\*

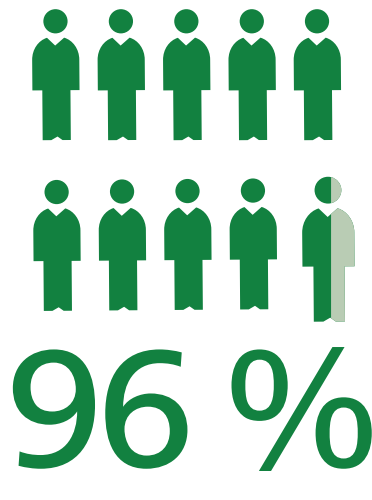
Which target groups do you wish to reach by exhibiting at Perimeter Protection 2020?

(Multiple answers, extract)



## 6.4 TARGET GROUP ACCURACY

Did you reach your most important target groups at Perimeter Protection 2020?

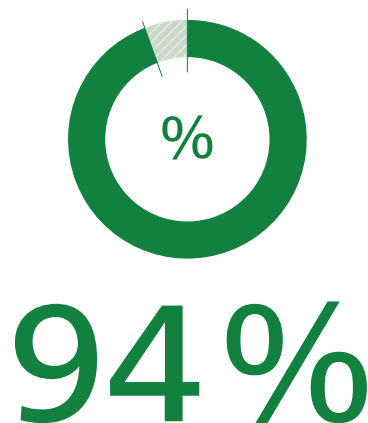


96% (98%) of the exhibitors reached their most important target groups during Perimeter Protection 2020.

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## 6.5 QUALITY OF VISITORS

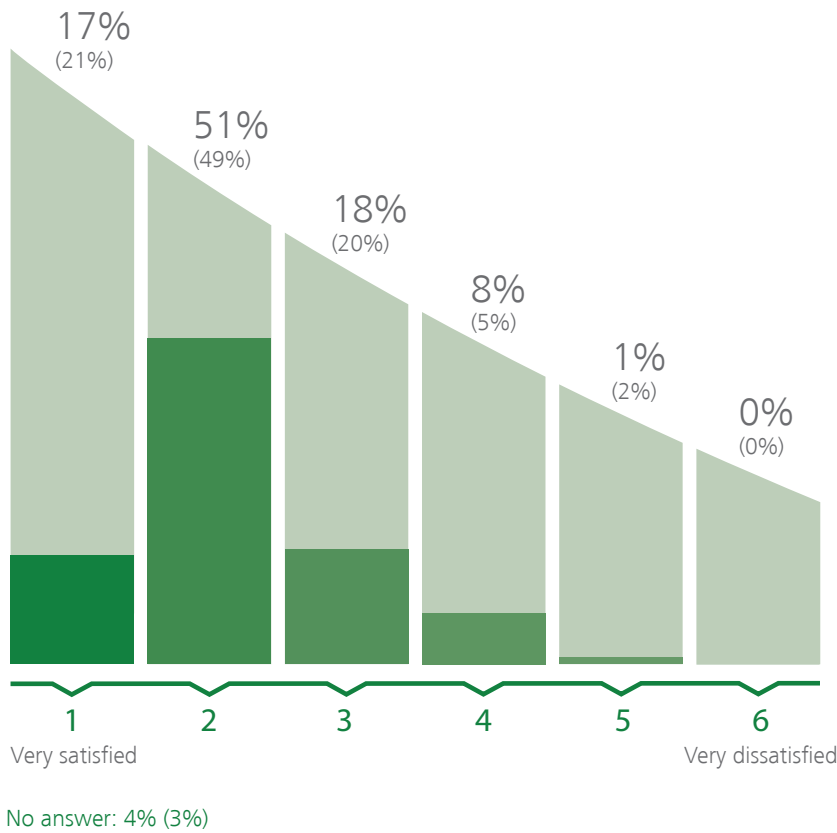
How do you rate the quality of the visitors at your stand?



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

## 6.6 OVERALL SATISFACTION

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



# 94%

94% (95%) of the exhibitors were satisfied with their participation.

## 6.7 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](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).

February 2020  
NürnbergMesse GmbH  
- Market Research -

