

16 – 18.1.2018 // Nuremberg, Germany

PERIMETER PROTECTION

International Exhibition for Perimeter Protection,
Fencing and Building Security

perimeter-protection.de



Show Report

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	135 (100)	79 (70)	56 (30)
Visitors	3,639 (2,771)	2,725 (2,105)	914 (666)
Total exhibition space (in m ²)	10,500 (9,000)	— (—)	— (—)
Exhibitor stand space (in m ²)	5,347 (4,332)	3,899 (3,299)	1,448 (1,033)
Special shows (in m ²)	93 (28)	— (—)	— (—)

2. CONGRESS

150

PARTICIPANTS

sourced information at 12 presentations on the following themes:

- The intelligent gate, optimized processes and safer configuration
- ArGUS – assistance system for situation-aware defense against dangers by UAS
- Protection of events against vehicle attacks by standart access protection

The Perimeter Protection Congress took place parallel to the first two days of the exhibition and was organized with the Verband für Sicherheitstechnik e.V. – VfS.

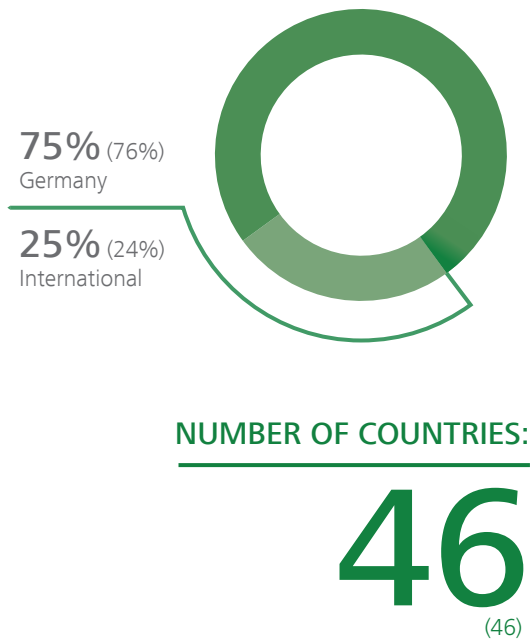
3. MEDIA

38 — (35) accredited journalists from 3 (3) countries.

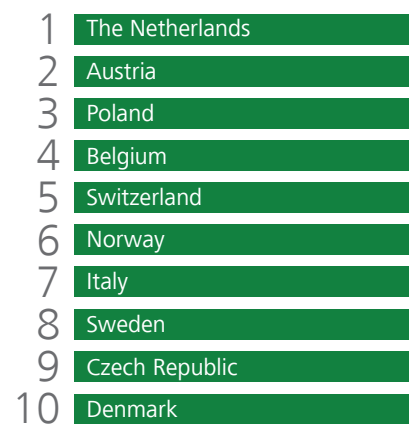
42,989 — visits and 217,898 page impressions from 84 countries at www.perimeter-protection.de from 18.01.2017 to 18.01.2018.

4. VISITOR REGISTRATION

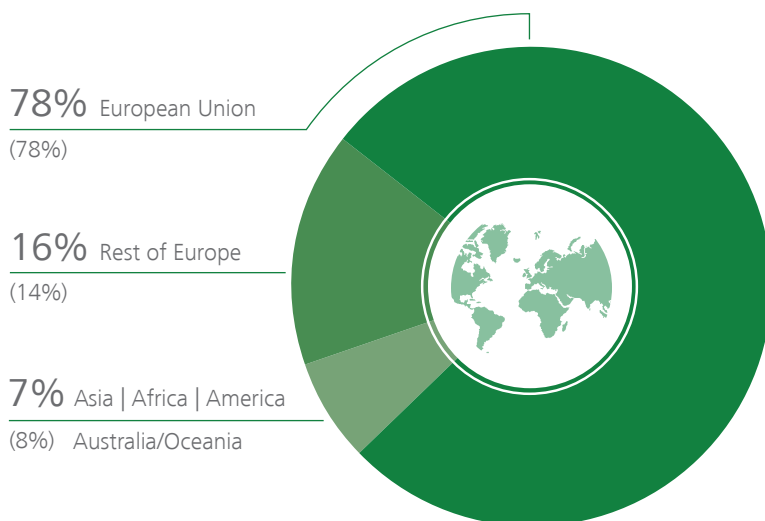
4.1 ORIGIN OF VISITORS



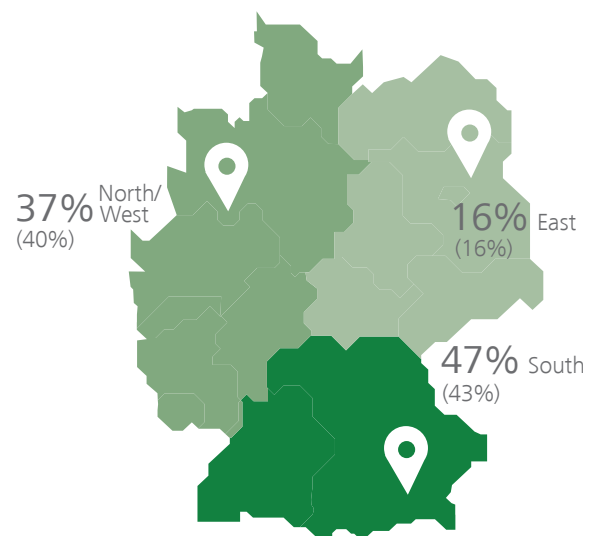
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

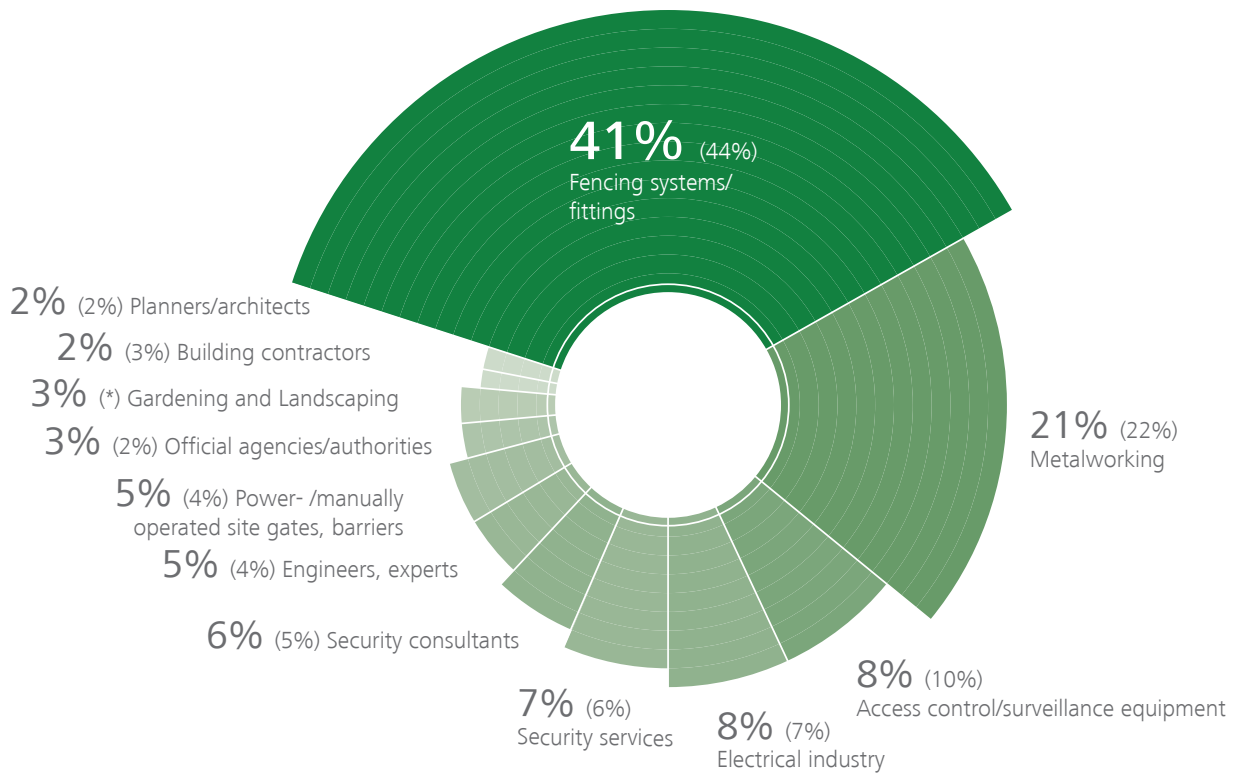


STRUCTURE OF GERMAN VISITORS

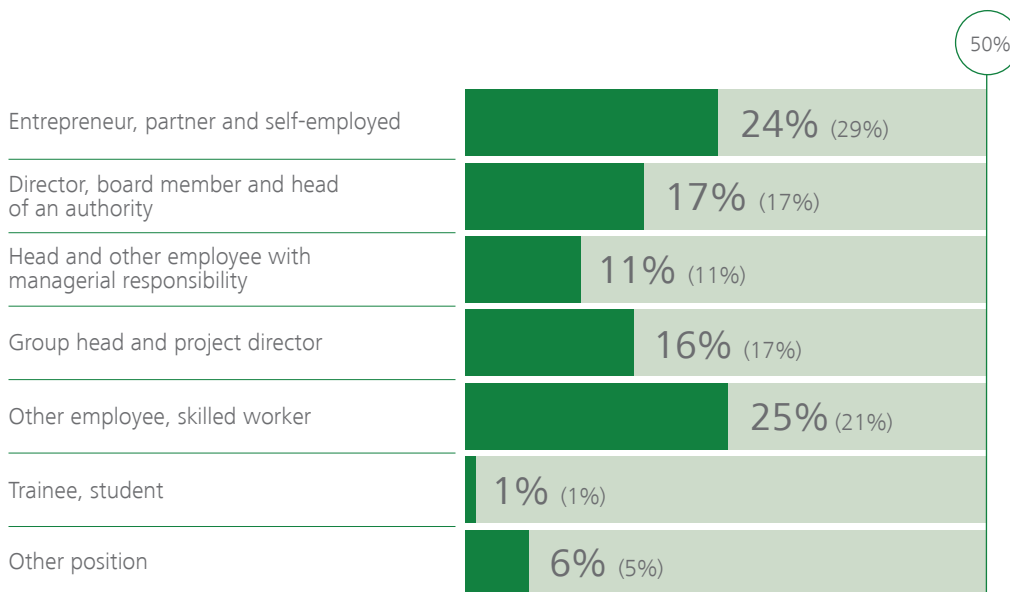


4.2 VISITORS' BRANCHES

(Multiple answers, extract)



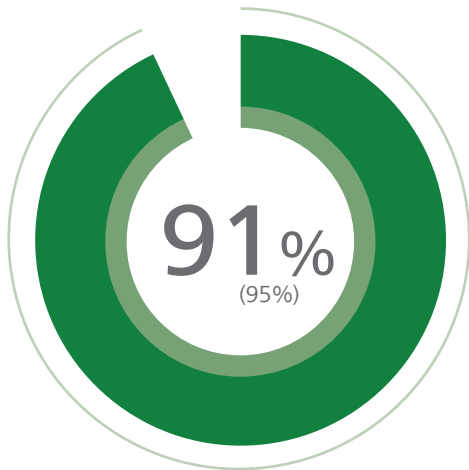
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

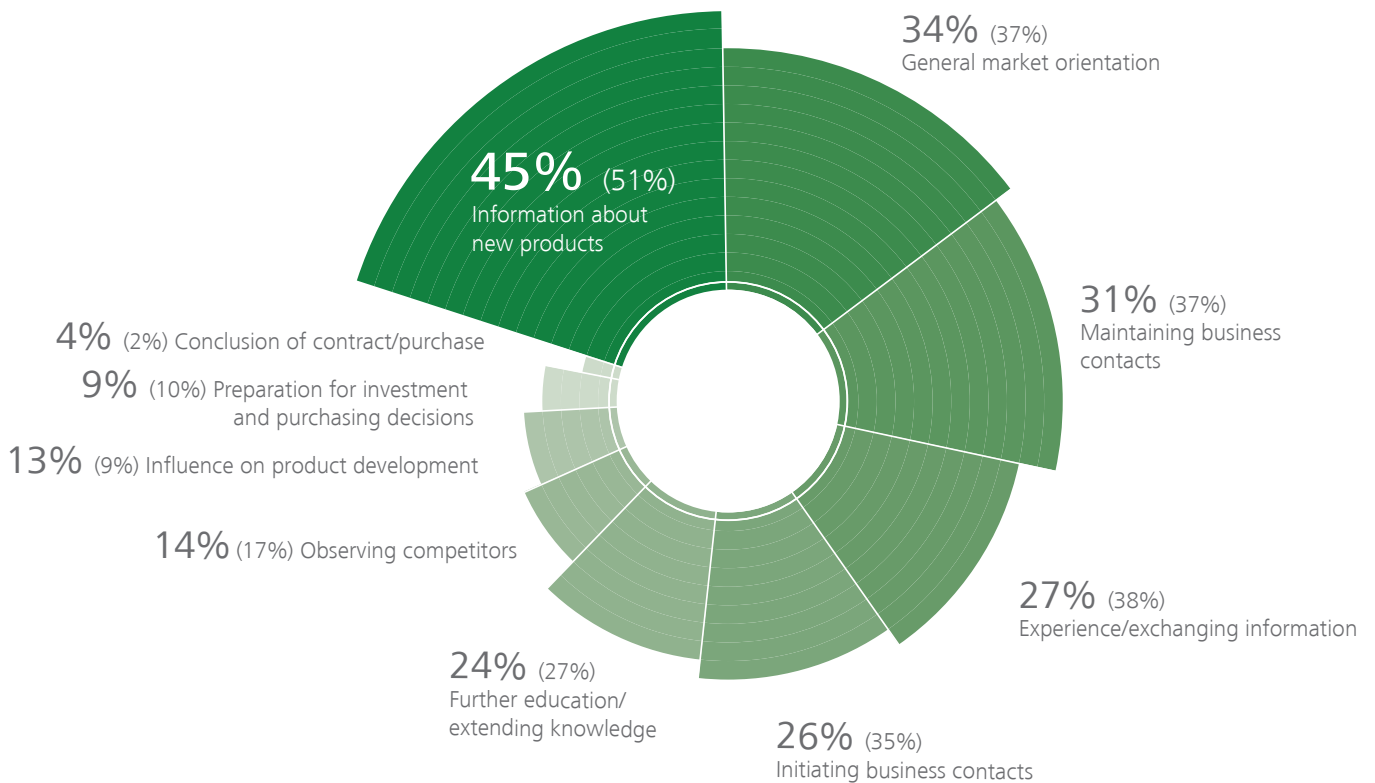


of the visitors are ...

involved in purchasing decisions in their company.

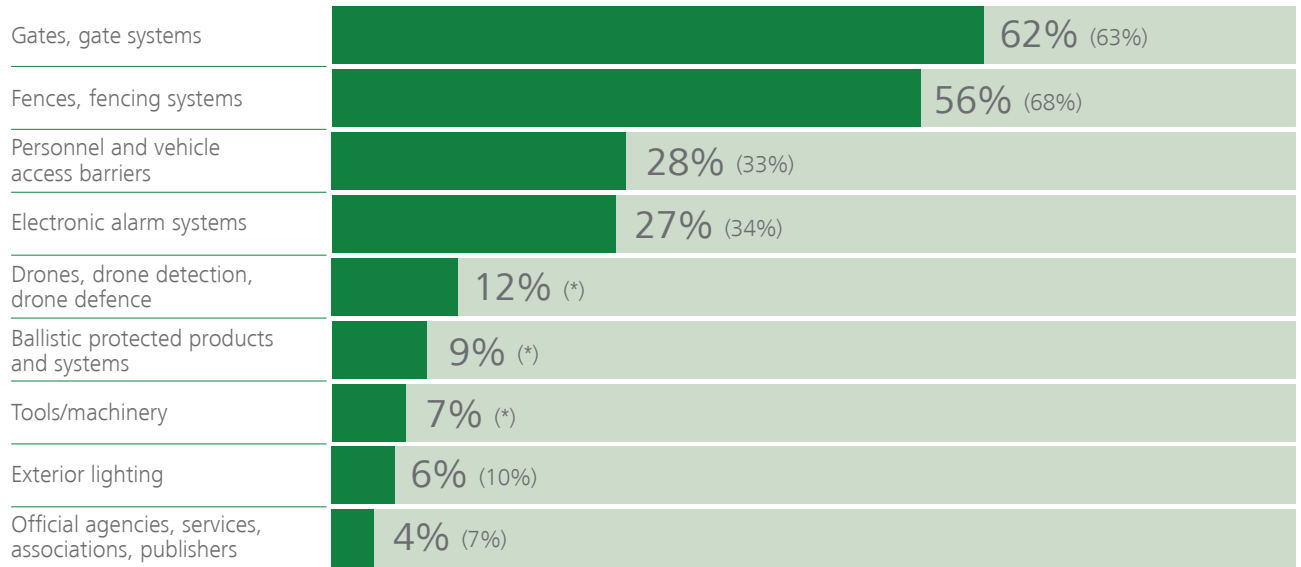
5.2 MAIN REASONS FOR VISIT

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



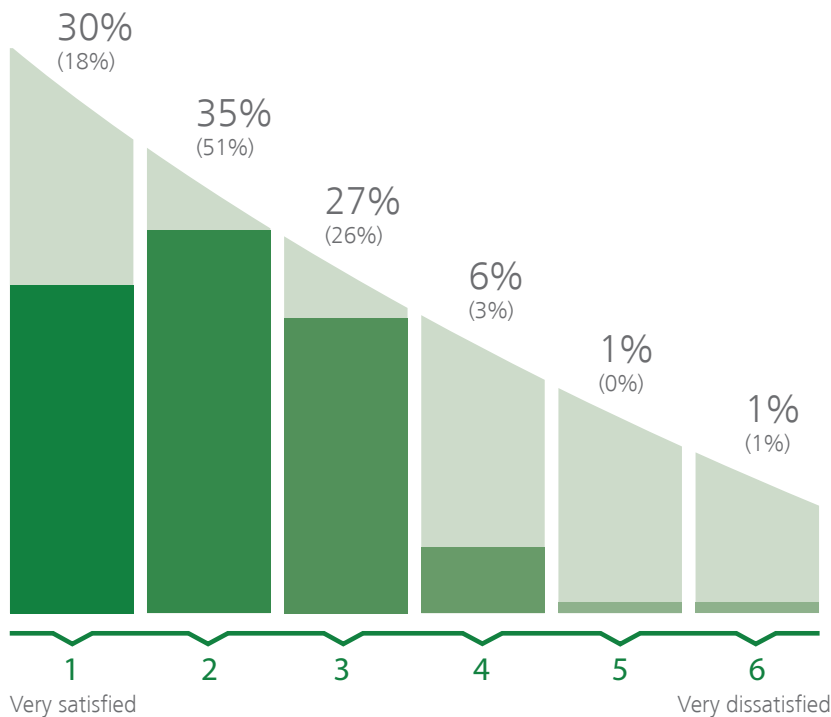
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at Perimeter Protection 2018? (Multiple answers)



5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Perimeter Protection 2018?

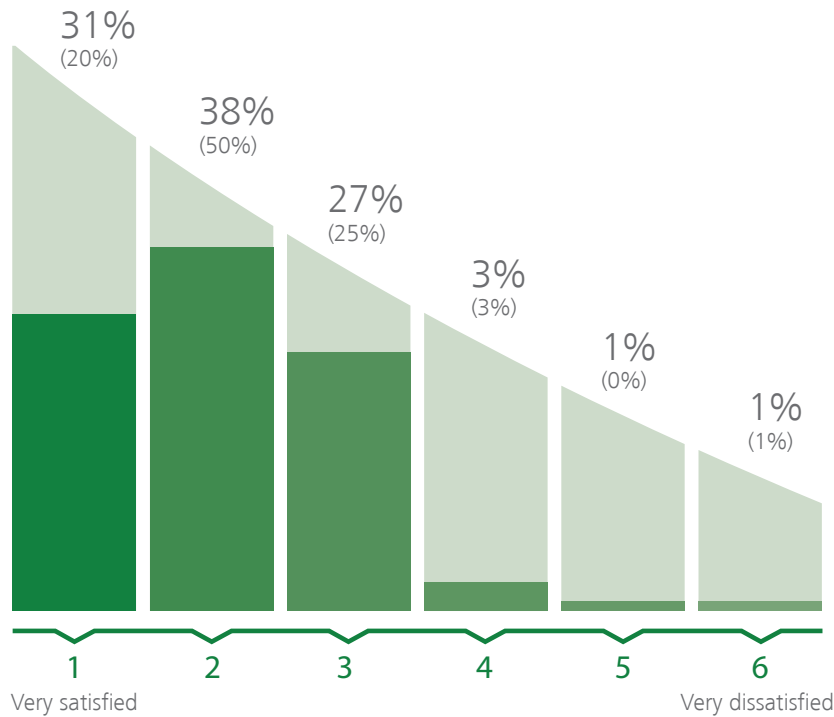


98%

98% (98%) of the visitors were satisfied with the range of products and services presented at Perimeter Protection 2018.

5.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

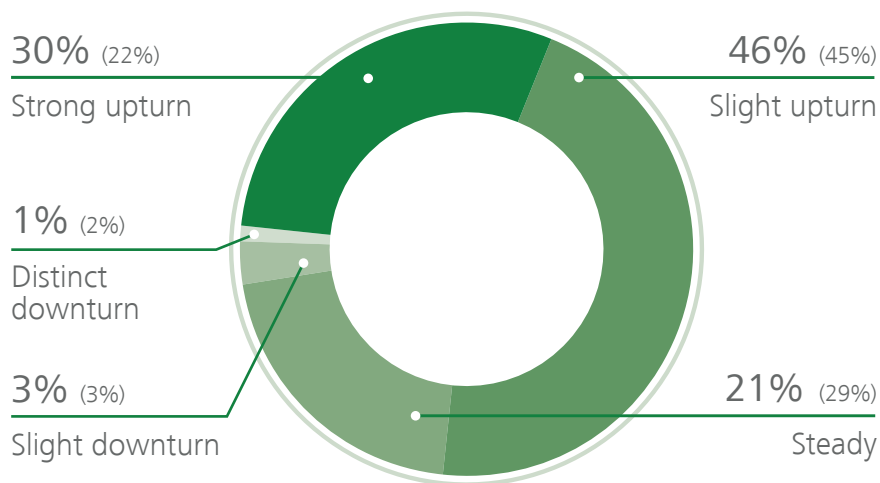


99 %

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

5.6 ECONOMIC SITUATION IN SECTOR

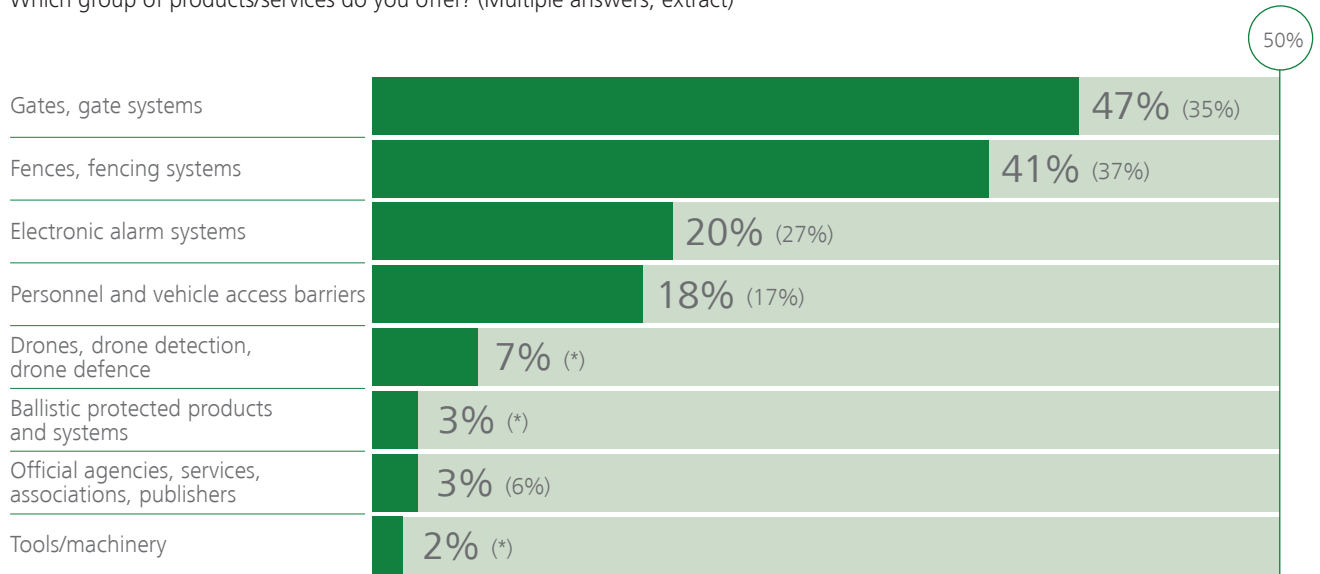
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

6.1 PRODUCT GROUPS (of exhibitors)

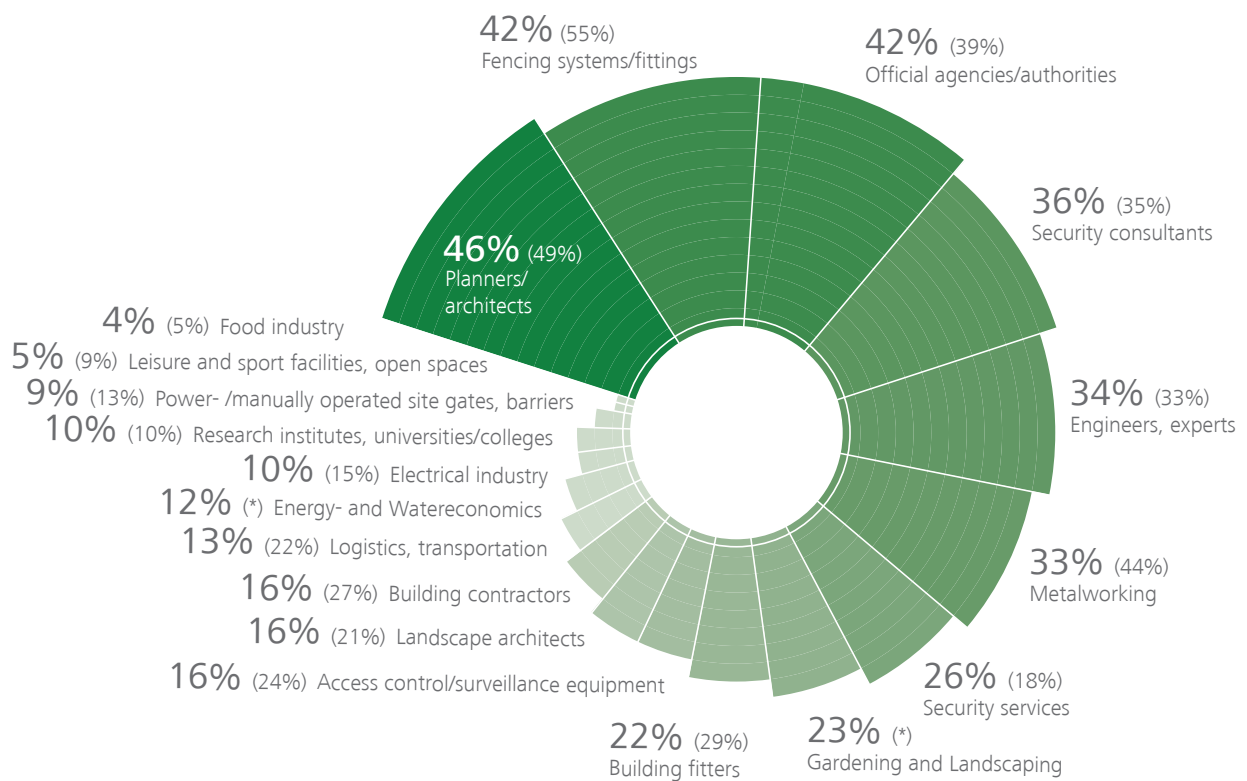
Which group of products/services do you offer? (Multiple answers, extract)



6.2 TARGET GROUPS

Which target groups do you wish to reach by exhibiting at Perimeter Protection 2018?

(Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

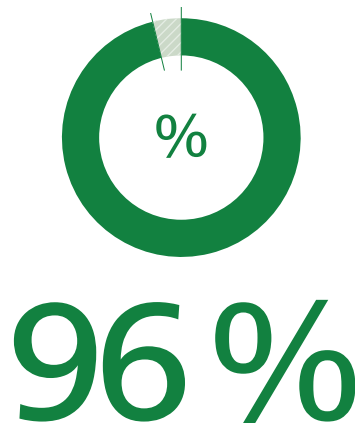
Did you reach your most important target groups at Perimeter Protection 2018?



98% (95%) of the exhibitors reached their most important target groups during Perimeter Protection 2018.

6.4 NEW BUSINESS RELATIONS

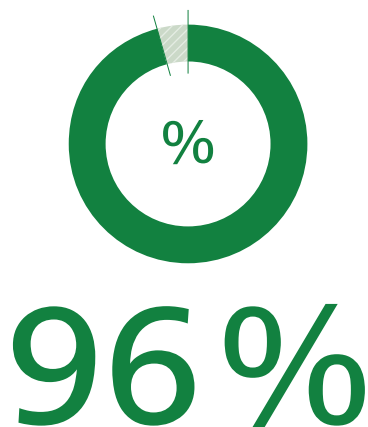
To what extent did your company make new business connections in the course of the fair?



96% (94%) of the exhibitors established new business relations.

6.5 FOLLOW-UP BUSINESS

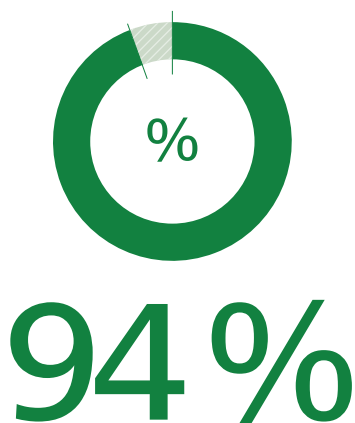
Do you expect follow-up business after making contacts and paving the way during the fair?



96% (88%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

6.6 QUALITY OF VISITORS

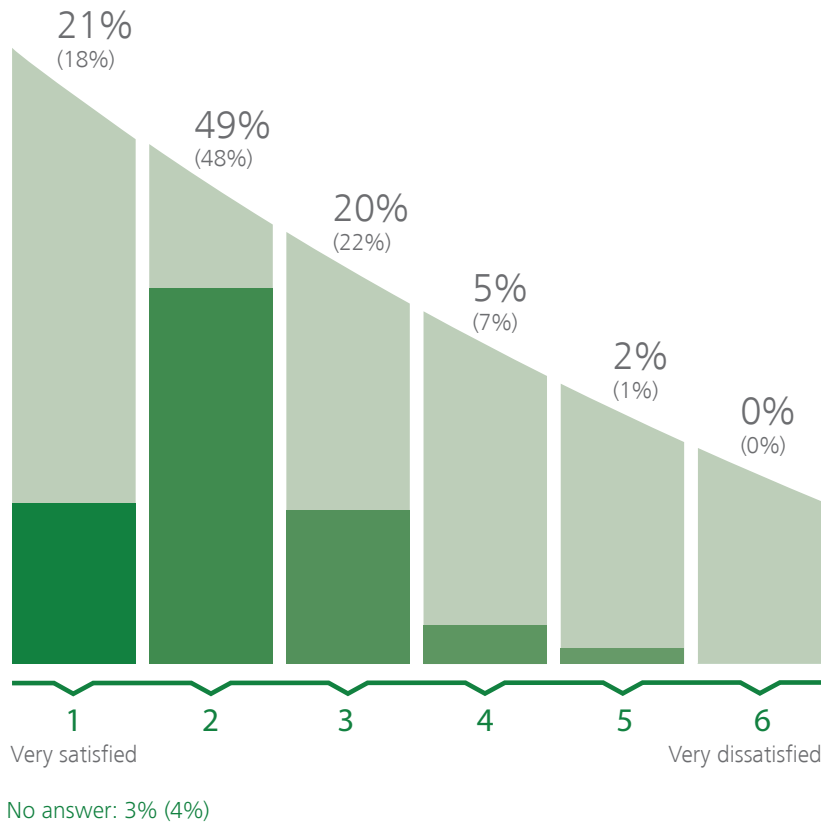
How do you rate the quality of the visitors at your stand?



94% (99%) of the exhibitors were satisfied with the quality of the visitors at their stands.

6.7 OVERALL SATISFACTION

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

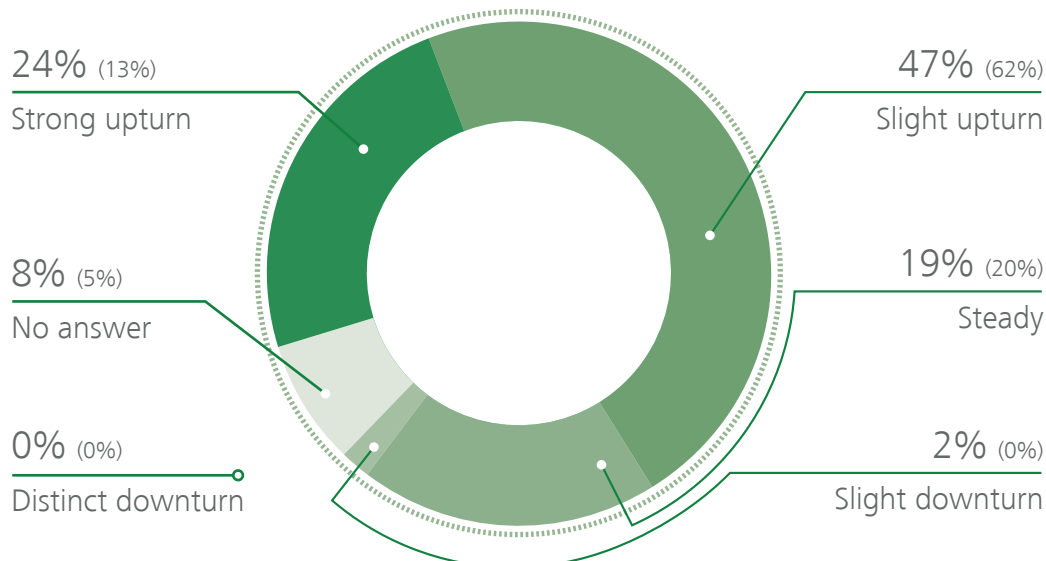


95 %

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

6.8 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.

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.

February 2018
NürnbergMesse GmbH
- Market Research -

