

 **it sa 2018**

The IT Security Expo and Congress

Nuremberg, Germany, 9 – 11 October 2018

SHOW REPORT



NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	698 (630)	515 (453)	183 (177)
Visitors	14,290 (12,780)	13,234 (11,911)	1,056 (869)
Total exhibition space (in m ²)	24,400 21,700	— (—)	— (—)
Exhibitor stand space (in m ²)	11,738 (9,820)	9,793 (8,202)	1,945 (1,618)
Special shows (in m ²)	850 (663)	850 (663)	— (—)

2. CONGRESS

Around **2,000**
PARTICIPANTS

sourced information at **20** Congress@it-sa presentations

3. MEDIA

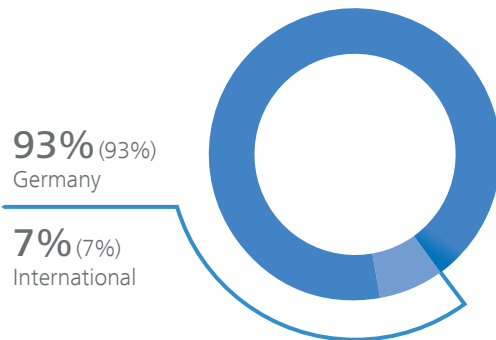
197
176,638

accredited journalists from **8** countries

visits and **819,440** page impressions from **105** countries at www.it-sa.de from 13.10.2017 to 11.10.2018

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



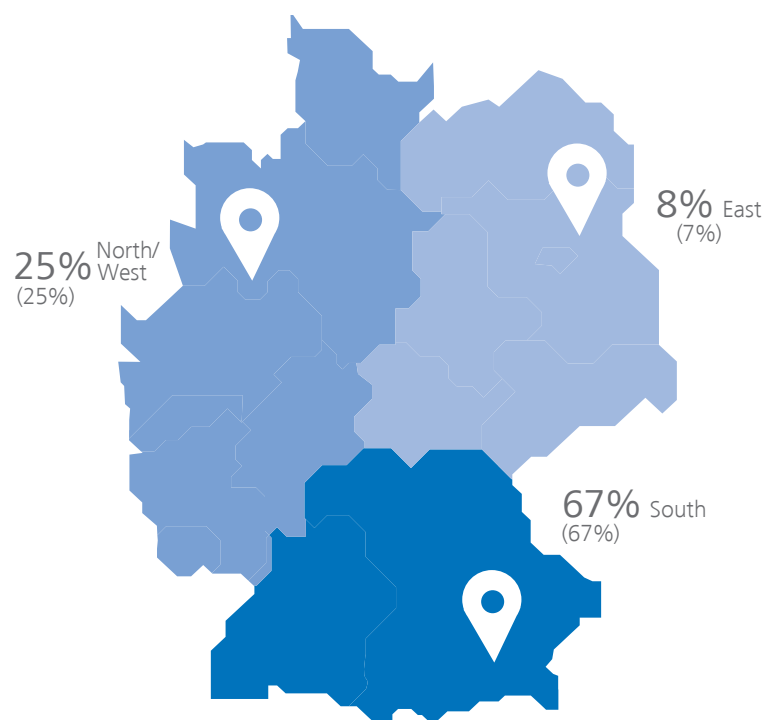
TOP 5 COUNTRIES FOR INTERNATIONAL VISITORS

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

NUMBER OF COUNTRIES:

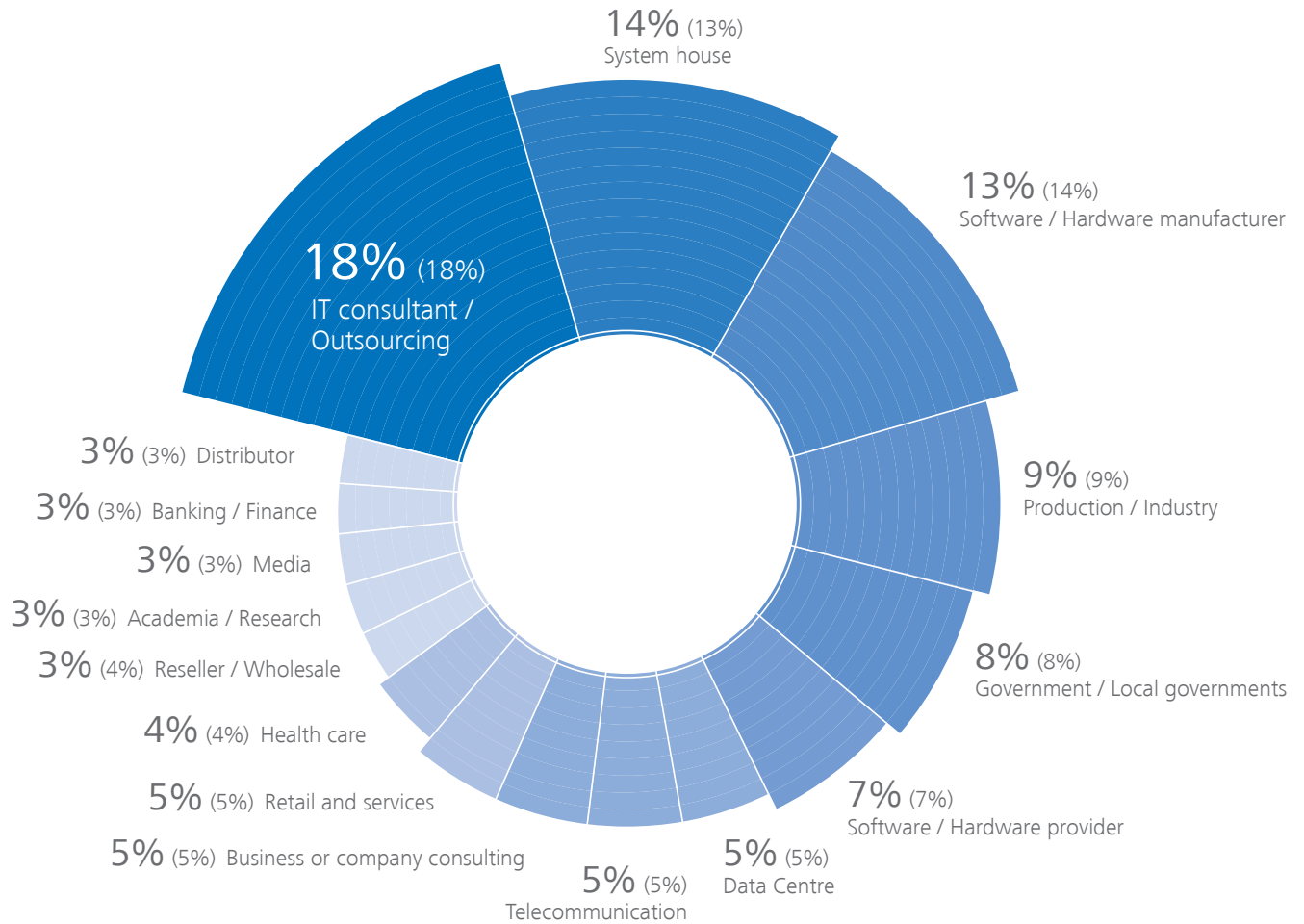
49
(44)

STRUCTURE OF GERMAN VISITORS

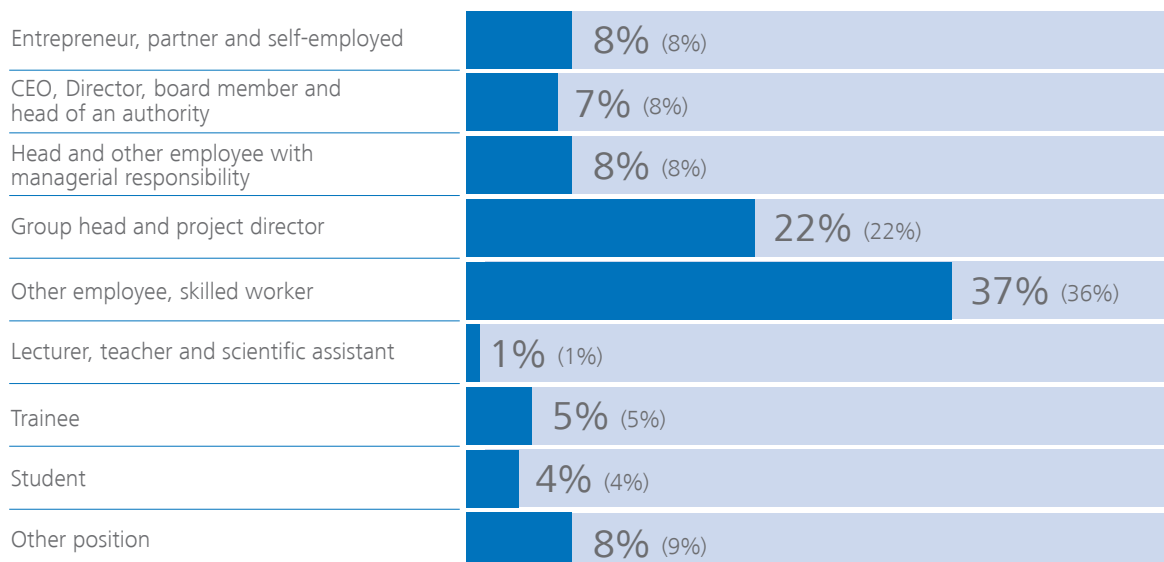


4.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



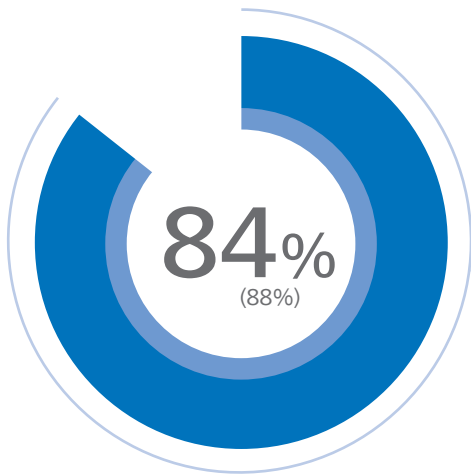
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

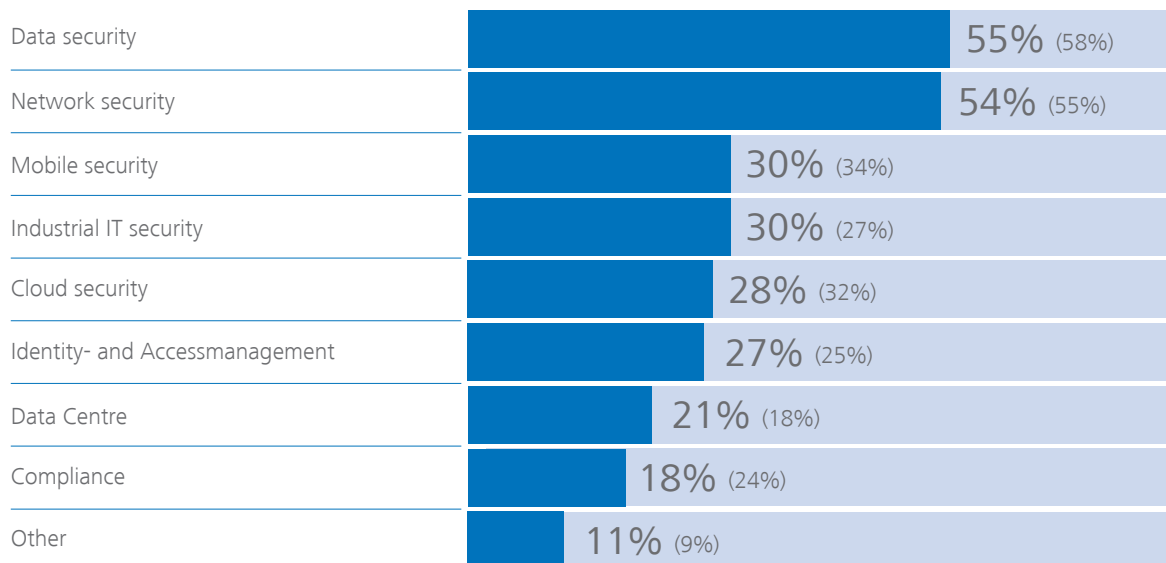


of the visitors are..

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

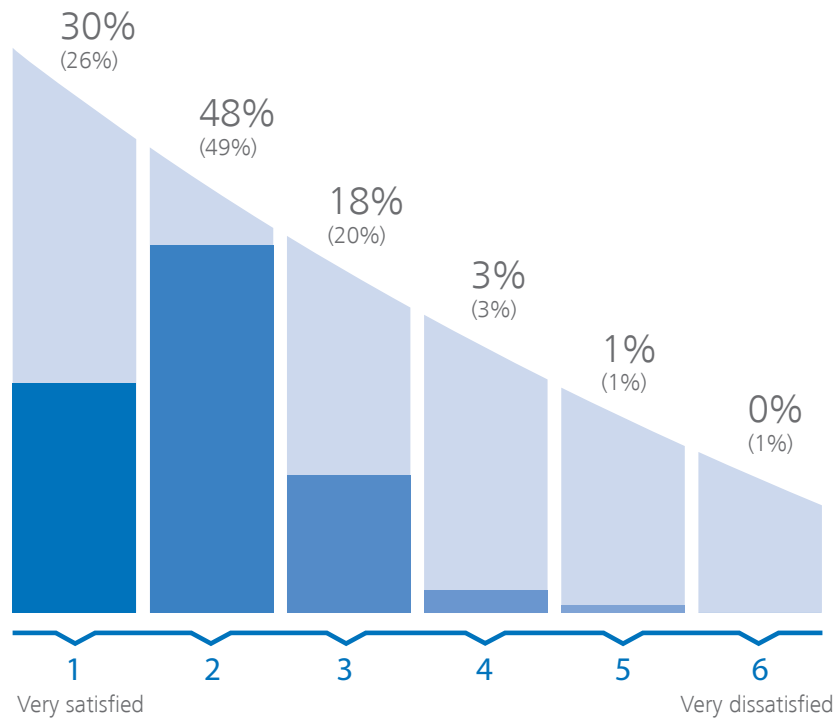
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at it-sa 2018? (Multiple answers)



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at it-sa 2018?

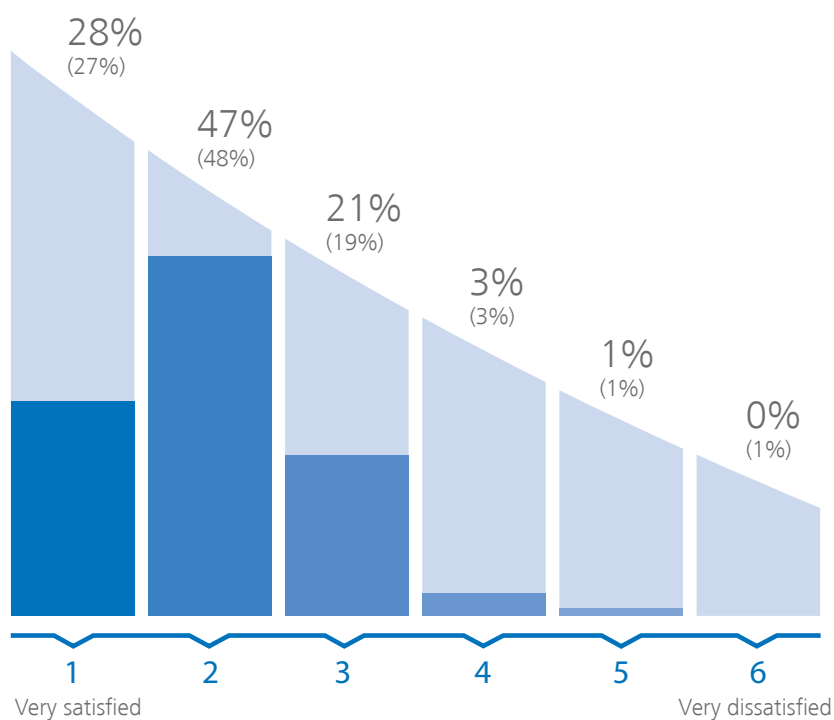


99 %

99% (98%) of the visitors were satisfied with the range of products and services presented at it-sa 2018.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

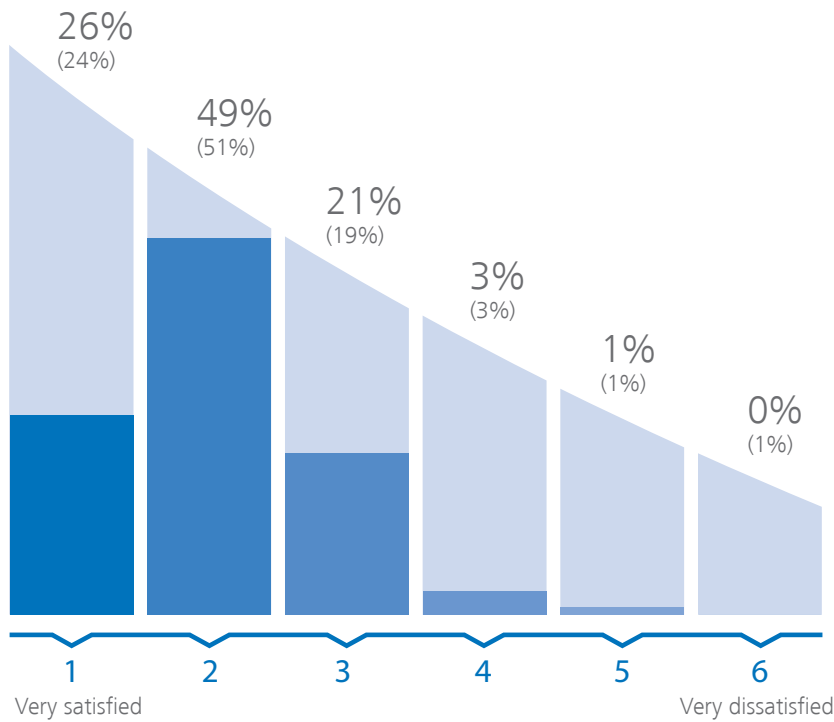


99 %

99% (97%) 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?

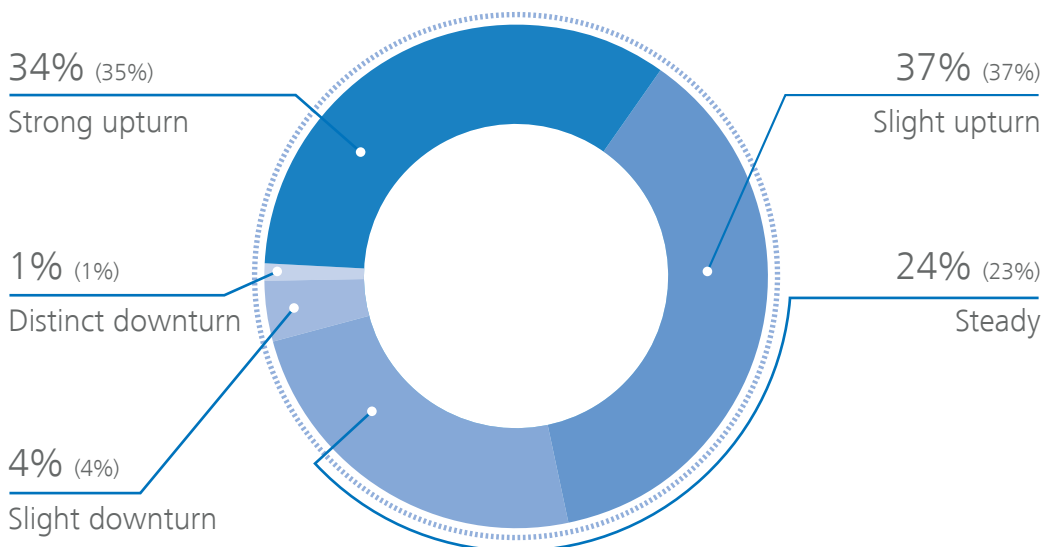


99 %

99% (97%) of the visitors were satisfied with the organization and service at the trade fair.

5.6 ECONOMIC SITUATION IN SECTOR

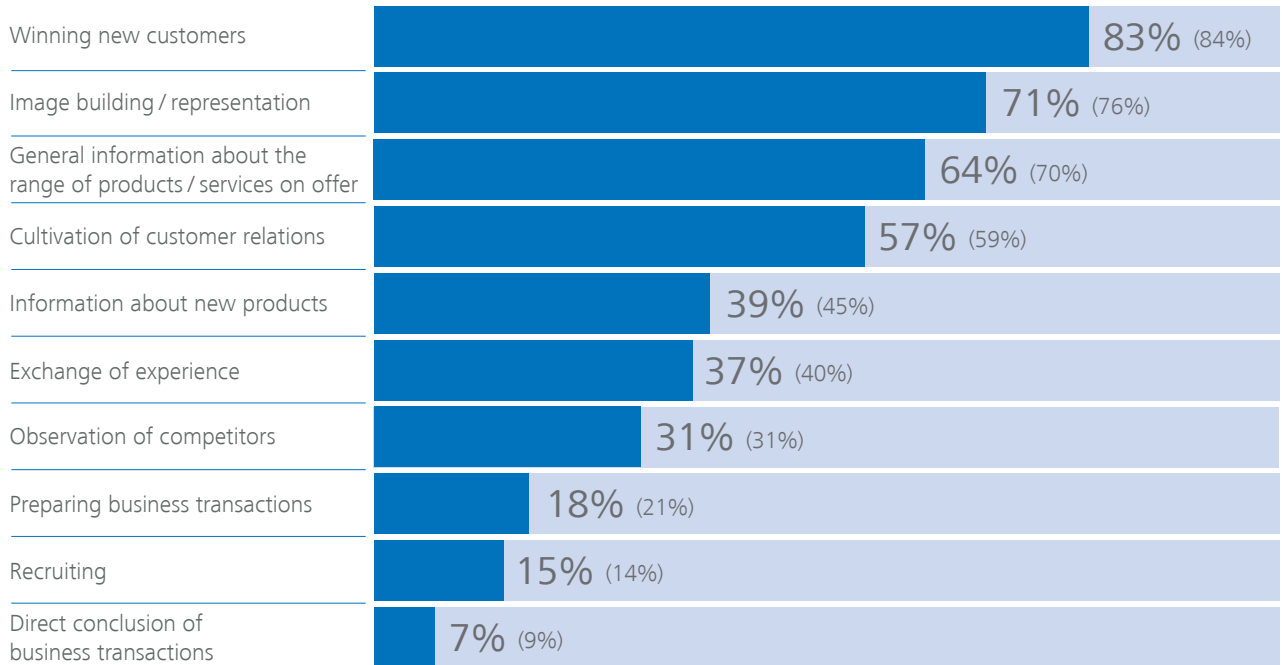
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

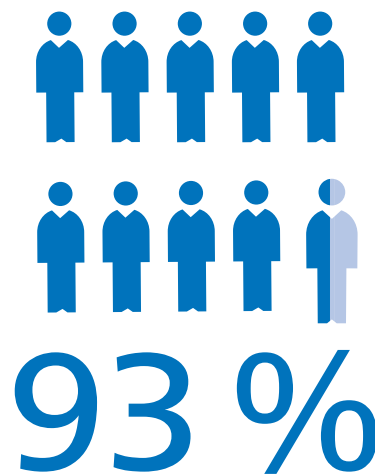
6.1 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at it-sa 2018? (Multiple answers, extract)



6.2 TARGET GROUP ACCURACY

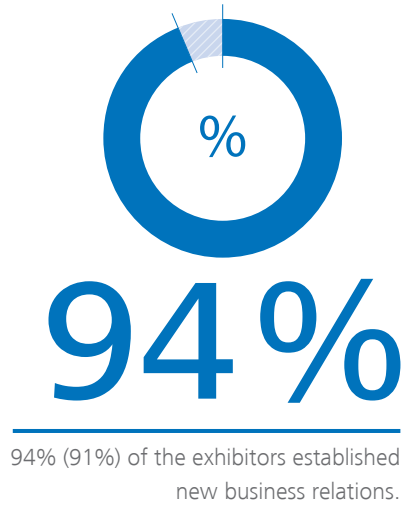
Did you reach your most important target groups at it-sa 2018?



93% (93%) of the exhibitors reached their most important target groups during it-sa 2018.

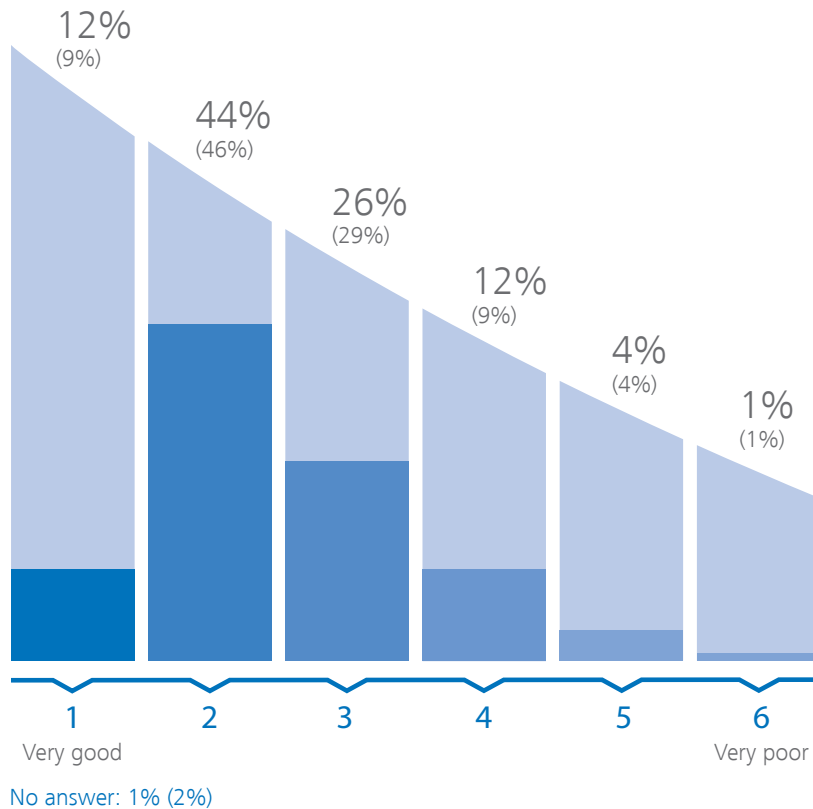
6.3 NEW BUSINESS RELATIONS

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



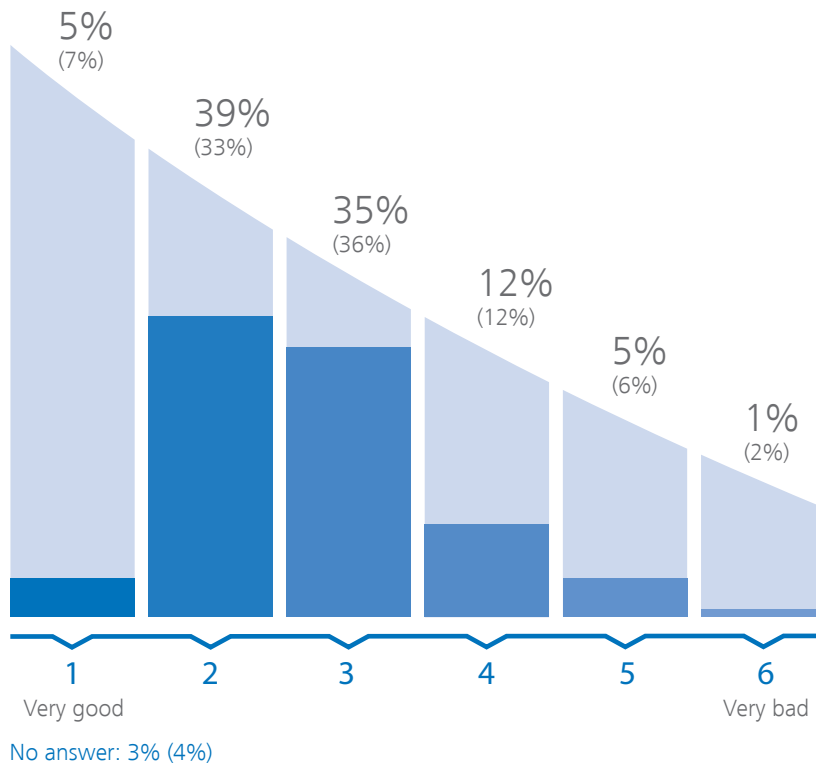
6.4 QUALITY OF VISITORS

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



6.5 OVERALL SUCCESS

How successful do you think taking part in it-sa 2018 was for your company overall?

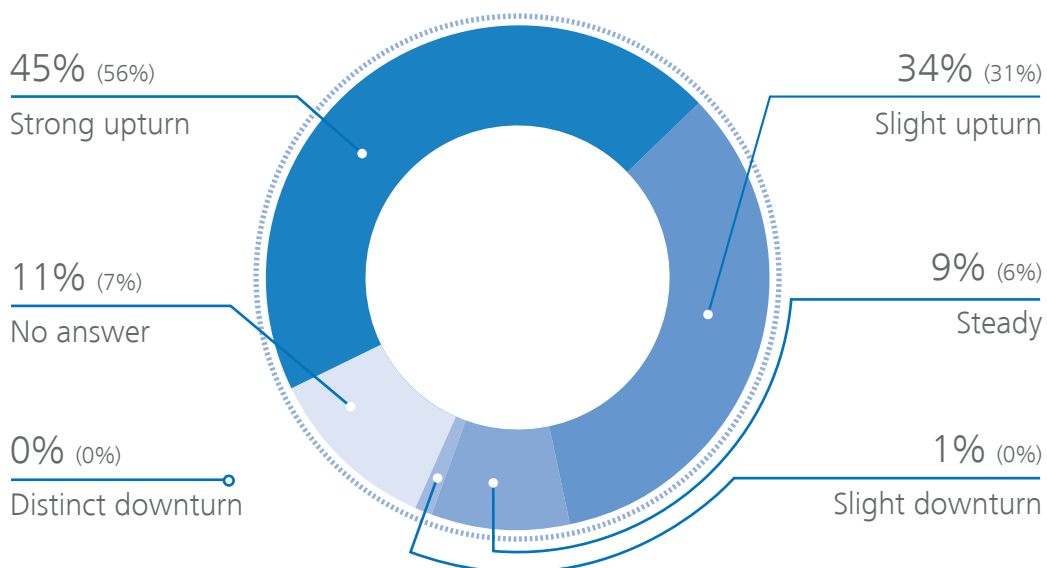


91 %

91% (88%) of the exhibitors were satisfied with the overall success of their participation in it-sa 2018.

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 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

November 2018
NürnbergMesse GmbH
- Market Research -
