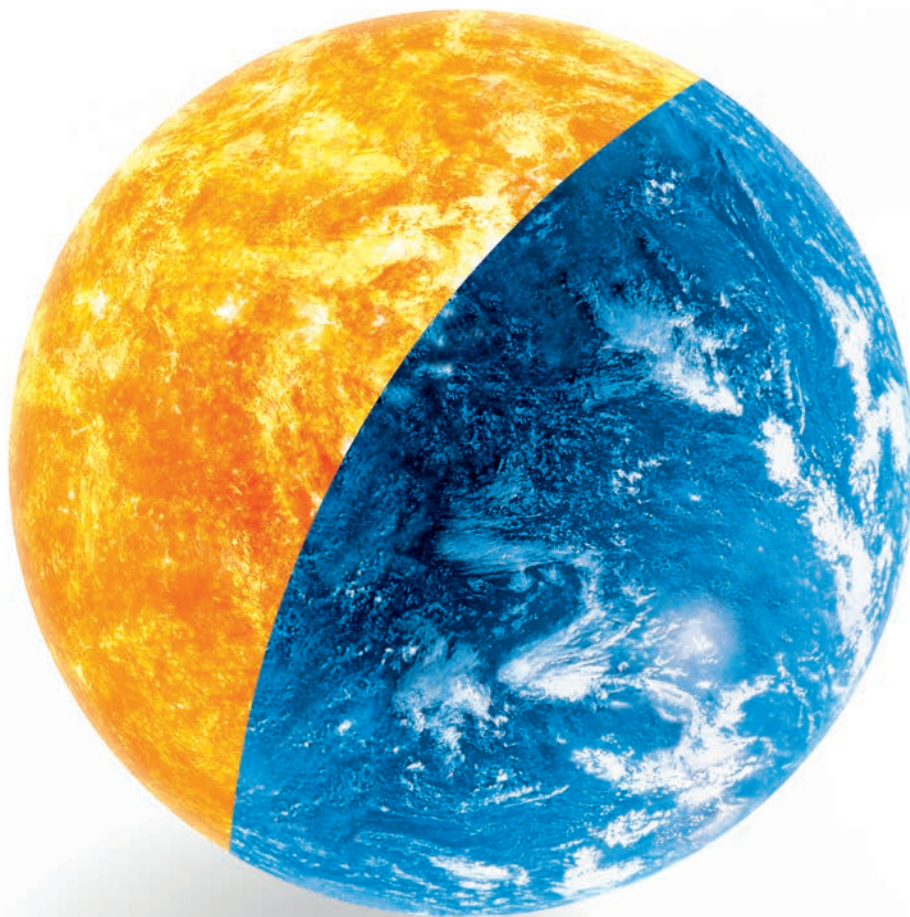




The world's leading trade fair
The Bathroom Experience, Building, Energy,
Air-conditioning Technology, Renewable Energies

Frankfurt am Main, 11. – 15. 3. 2019
NEW: (Monday – Friday)

Facts and figures 2017



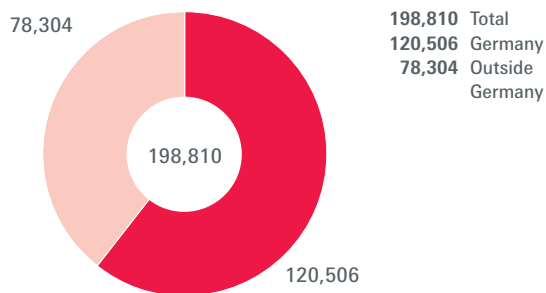
Facts and figures ISH 2017.

The numbers tell a compelling story.

ISH is the leading international trade fair – as evidenced by the visitor and exhibitor figures.

Number of visitors

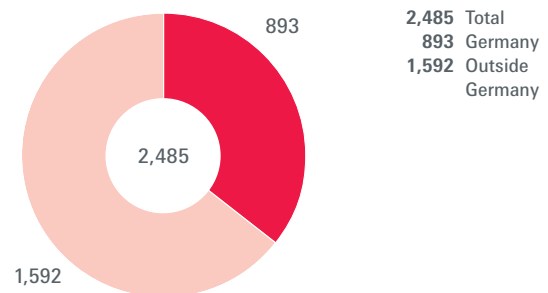
ISH 2017



Total number of visitors 2015: 196,777

Number of exhibitors

ISH 2017



Exhibition space: 261,300 m²

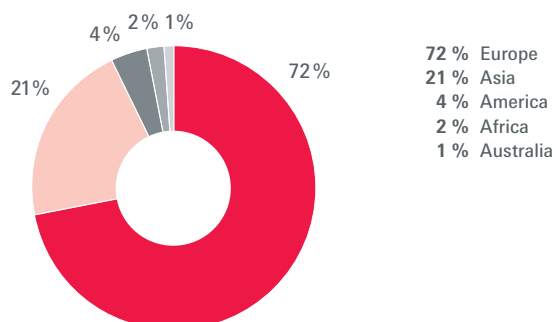
Total number of exhibitors 2015: 2,465

Global attraction.

International audience – 40% of visitors come from outside Germany.

Origin of visitors from outside Germany

ISH 2017



Visitors by country

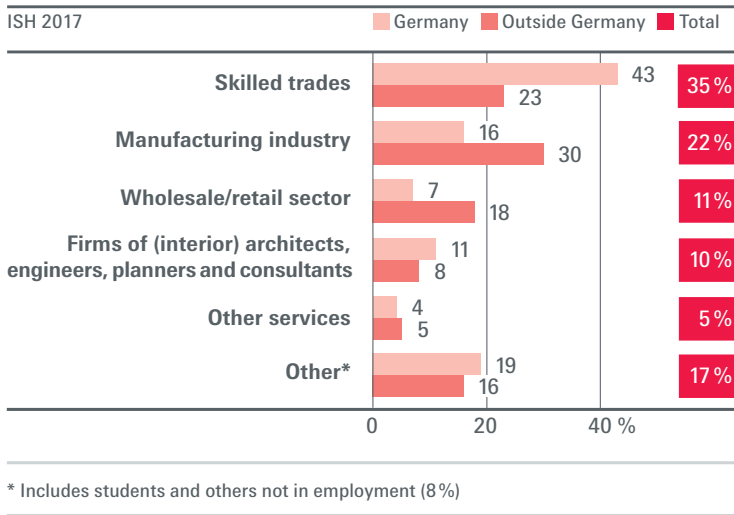
Top 10 visitor nations, ISH 2017 (excluding Germany)

1. China
2. Italy
3. France
4. Netherlands
5. Switzerland
6. UK
7. Poland
8. Belgium
9. Austria
10. Spain

Meeting place for different target groups.

ISH is a must for visitors from all sectors.

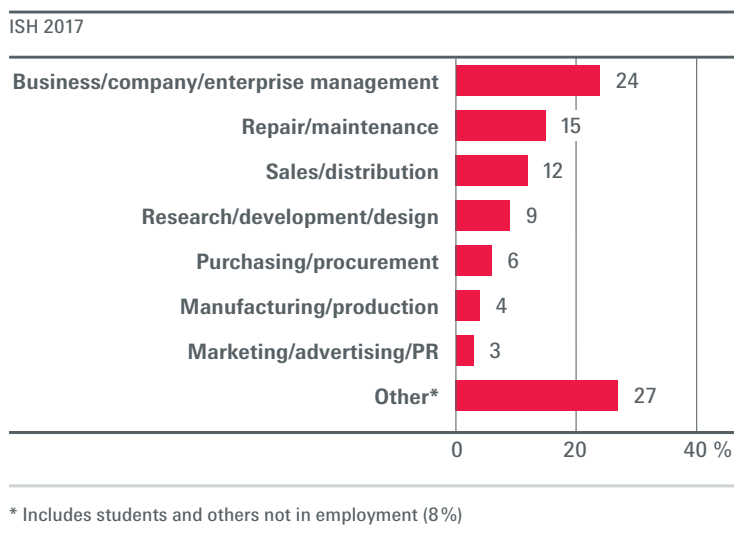
Economic sectors of visitors



Talk to people with something to say.

Visitors come from all major corporate areas.

Area of responsibility of visitors



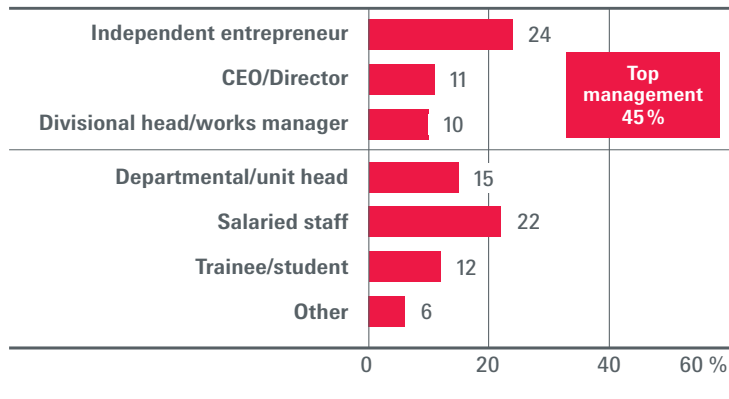
Facts and figures ISH 2017.

Decisive – the decision makers.

Almost half the visitors to ISH are in top management positions.

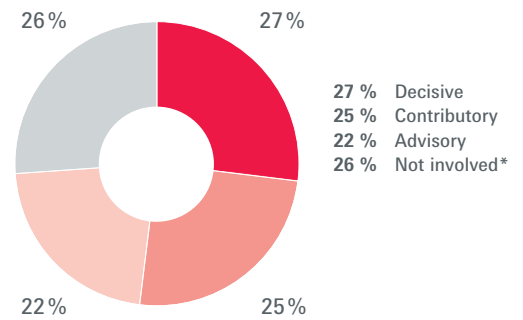
Occupational status of visitors

ISH 2017



Influence on purchasing decisions

ISH 2017



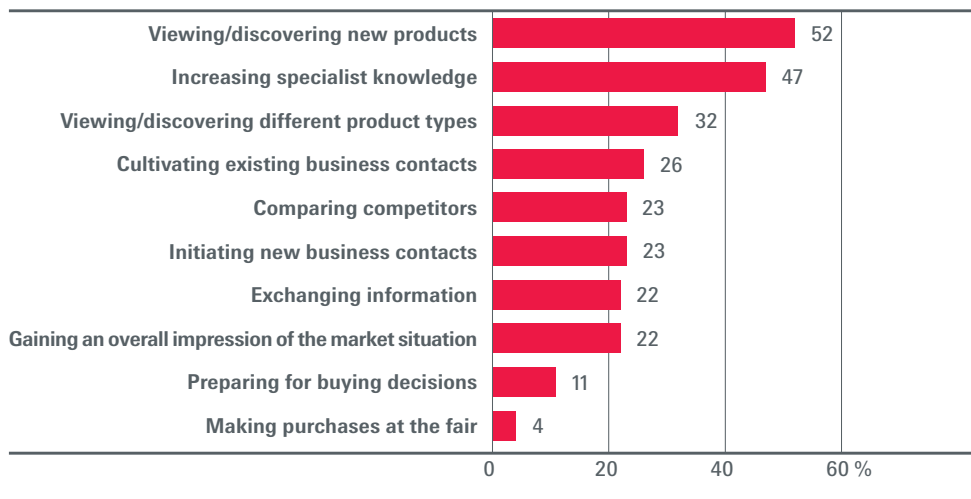
* Includes students and others not in employment (8%)

Open to your products.

Visitors to ISH are interested in and receptive to new ideas.

Objectives of trade visitors

ISH 2017, multiple responses allowed

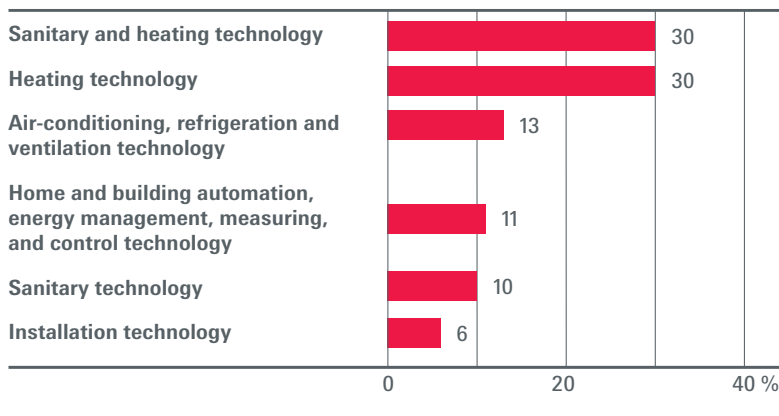


Magnetic trade fair concept.

All product areas at ISH attract visitors.

Primary area of interest for visitors

ISH 2017

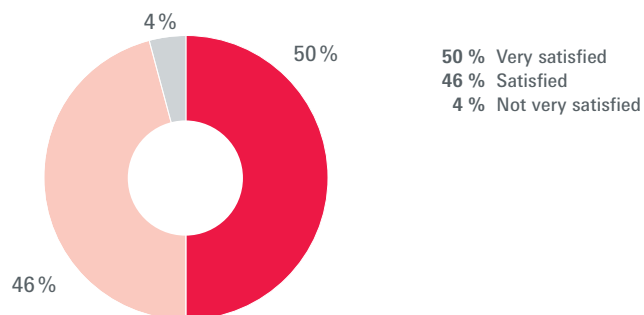


ISH – a success for everyone.

96 % of all visitors are satisfied with their visit.

Visitor satisfaction

ISH 2017



The Society for Voluntary Control of
Fair and Exhibition Statistics (FKM)

Source: Messe Frankfurt, Corporate Research, 2017

Messe Frankfurt Exhibition GmbH

Postfach 15 02 10

60062 Frankfurt am Main, Germany

Tel. +49 69 75 75-0

Fax +49 69 75 75-67 88

ish@messefrankfurt.com

www.ish.messefrankfurt.com