A great source of inspiration – and the industry’s number one international event. A total of 188,234 visitors to ISH came into contact with more than 2,500 exhibitors on a floor area of 280,200 sqm.

With its key theme of "Water. Energy. Life." ISH focuses on modern bathroom design, sustainable heating and air-conditioning technology as well as intelligent home systems. The world’s largest exhibition space for the HVAC sector showcases an array of practical solutions for the most important issues of our time: achievement of climate protection targets, conservation of resources through the use of renewable energies, increasing digitalisation and smart technologies. Safeguarding your future.

Outstanding international profile: 66% (2017: 64%) of exhibitors and 46% (2017: 40%) of visitors came from outside Germany.

Discover the future of design and building services technology live at ISH.
ISH – the meeting place for industry professionals.

The world meets up at ISH. TOP international experts from the sanitary, heating and air-conditioning sectors come to Frankfurt. This makes the fair the industry’s international highlight and its number one meeting place.

ISH has been constantly reinventing itself for many years, combining tradition with innovation. This is a key part of its recipe for success. The new sequence of days, for instance, makes it easier to visit ISH and attracts a high-quality trade audience.

ISH lives up to its reputation as an international player in the trade fair sector. In 2019, the proportion of international visitors increased to 46% and the trend continues to rise.

<table>
<thead>
<tr>
<th>Number of visitors</th>
<th>2019</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>101,337</td>
<td>120,506</td>
</tr>
<tr>
<td>International</td>
<td>86,897</td>
<td>78,304</td>
</tr>
<tr>
<td>Total</td>
<td>188,234</td>
<td>198,810</td>
</tr>
</tbody>
</table>

including 6,126 private visitors

The top event for exhibitors worldwide.

The place to be for the entire industry – and a focus of growing international interest. A total of 2,551 exhibitors demonstrated their expertise and innovations at the leading international industry showcase. And with 66% of exhibitors coming from outside Germany, the international profile of the event continues to grow.

<table>
<thead>
<tr>
<th>Number of exhibitors</th>
<th>2019</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>879</td>
<td>893</td>
</tr>
<tr>
<td>International</td>
<td>1,672</td>
<td>1,592</td>
</tr>
<tr>
<td>Total</td>
<td>2,551</td>
<td>2,485</td>
</tr>
</tbody>
</table>

including 11,123 private visitors

The world meets up at ISH. TOP international experts from the sanitary, heating and air-conditioning sectors come to Frankfurt. This makes the fair the industry’s international highlight and its number one meeting place.
ISH Facts and figures 2019

3 More space for your highlights.

Larger exhibition area

2019

39x = 280,200 sqm

2017

37x = 261,300 sqm

ISH continues on its growth path. The largest exhibition venue in the world for product innovations occupies an area equal to approximately 39 football pitches, an increase of roughly 19,000 sqm.

Ranking of ISH

Germany

45 %
1st

International

42 %
1st

ISH has consolidated and improved its ranking. The fair is generating increasing interest among German and international trade visitors and reinforcing its unique selling point in comparison to other international trade fairs. The number of German trade visitors ranking it as the number one event increased by 3 percentage points to 45%. And the same trend can be seen in terms of its ranking by international visitors with a 2 percentage point increase to 42%.

4 The whole world at your exhibition stand.

Origin of international visitors

TOP 10 international visitors

Internationally and globally unique: In 2019, visitors came from a total of 161 countries (+8 compared to 2017). This represents a rise in the proportion of international visitors to 46%. Altogether 75% of guests came from Europe, 18% from Asia, 4% from the Americas, 2% from Africa and 1% from Oceania.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2019</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China (Peoples' Republic)</td>
<td>153</td>
<td>144</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>107</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Netherlands</td>
<td>97</td>
<td>88</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>74</td>
<td>70</td>
</tr>
<tr>
<td>5</td>
<td>Switzerland</td>
<td>68</td>
<td>66</td>
</tr>
<tr>
<td>6</td>
<td>United Kingdom</td>
<td>66</td>
<td>65</td>
</tr>
<tr>
<td>7</td>
<td>Poland</td>
<td>61</td>
<td>59</td>
</tr>
<tr>
<td>8</td>
<td>Belgium</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>9</td>
<td>Austria</td>
<td>49</td>
<td>46</td>
</tr>
<tr>
<td>10</td>
<td>Czech Republic</td>
<td>48</td>
<td>45</td>
</tr>
</tbody>
</table>

2019

161 countries

2017

153 countries
You’ll find the right industry contacts at ISH. Here you can meet top decision-makers from the installation trades, commerce and industry as well as from architecture, engineering and planning offices. In terms of German installation trades alone, 49% of visitors came from top management. The extremely positive economic situation in the installation trades led to fewer visitors from the sector this time. However, the number of decision-makers at the trade fair rose.

Also on the up is the number of visitors from other target groups involved in construction, such as the real estate sector, property developers and building technology service providers.

From trainees to CEOs – ISH offers a glimpse into the future for everyone no matter their occupational status and is the number one networking hub for executives and trainees alike.

Meet decision makers, expand networks, discover markets: 71% of visitors to ISH 2019 have an influence on purchasing and procurement decisions in their companies.
**Outstanding market opportunities for your products.**

**Trade fair visit objectives of visitors**

- **46%** Increasing specialist knowledge
- **30%** Initiating new business connections
- **27%** Cultivating existing business contacts
- **24%** Comparing competitors
- **15%** Making purchases at the fair
- **50%** Seeing/getting to know new products
- **34%** Seeing/getting to know different product versions
- **27%** Gaining an overall impression of the market situation
- **25%** Exchanging information
- **15%** Preparing for buying decisions

**Areas of interest at the fair**

- **41%** Heat generation, heating systems and heat transfer
- **37%** Refrigeration, air-conditioning and ventilation technology
- **36%** Installation technology
- **28%** Bathroom Experience
- **27%** Heat distribution
- **27%** System, room and building automation, energy management, measuring and test equipment
- **18%** Tools and mounting materials
- **7%** Single room fireplaces

ISH offers a complete overview of the industry’s range of products and services. An effective mix that convinced trade visitors from all over the globe in 2019.
Overall satisfaction level among visitors

96% of visitors were satisfied with their visit in 2019, which represents a 4 percentage point rise in visitor satisfaction compared to ISH 2017.

Satisfaction of visitors with the new hall layout

1,500 exhibitors were relocated.

93% of visitors are satisfied or very satisfied with the new hall layout.

The expansion of ISH has led to restructuring of the fair. Specifically, this meant that 1,500 of the 2,551 exhibitors moved to new stand locations (in new halls). The move was a success and exhibitor approval was extremely high at 93%.

New sequence of days

95% of visitors are satisfied with the new sequence of days.

The change in the sequence of days at ISH from Monday to Friday was rated positively by 95% of visitors.

Source: Messe Frankfurt, Market Research, 2019