

# ISH

Frankfurt am Main

11.–15. 3. 2019

**NEW:** Monday – Friday

**New  
sequence  
of days!**

**Facts and figures 2017**

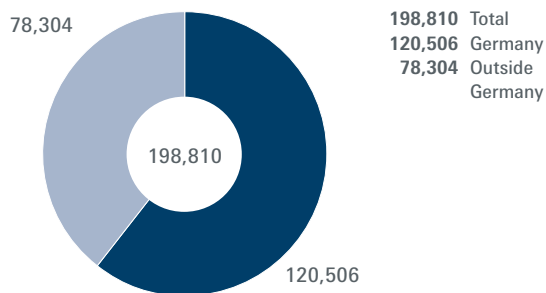
# Facts and figures ISH 2017.

## The numbers tell a compelling story.

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

### Number of visitors

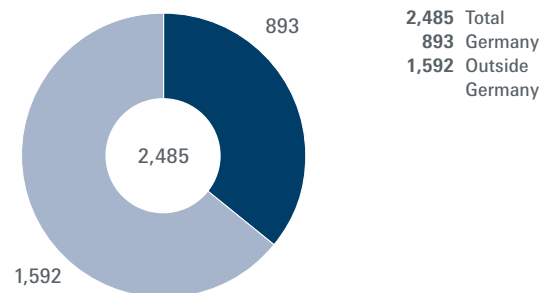
ISH 2017



Total number of visitors 2015: 196,777

### Number of exhibitors

ISH 2017



Exhibition space: 261,300 m<sup>2</sup>

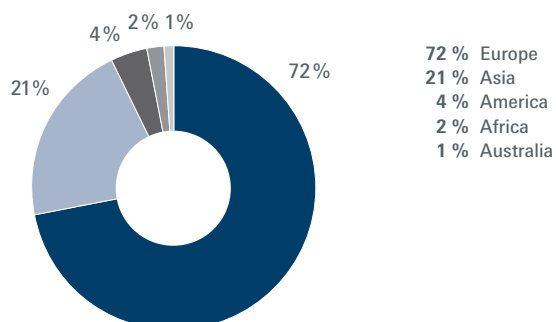
Total number of exhibitors 2015: 2,465

## Global attraction.

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

### Origin of visitors from outside Germany

ISH 2017



### Visitors by country

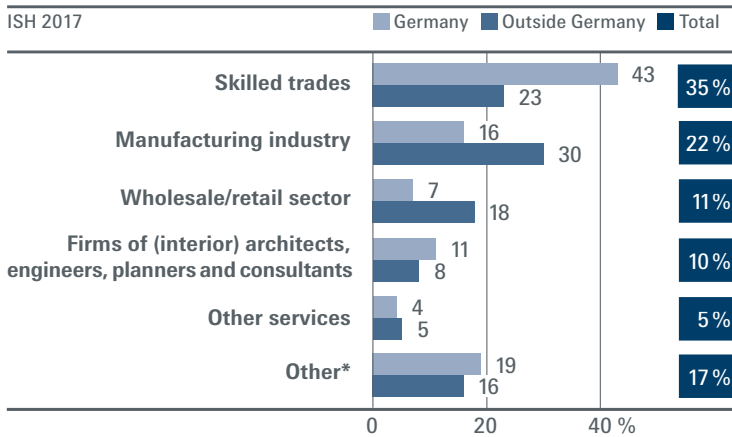
Top 10 visitor nations, ISH 2017 (excluding Germany)

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

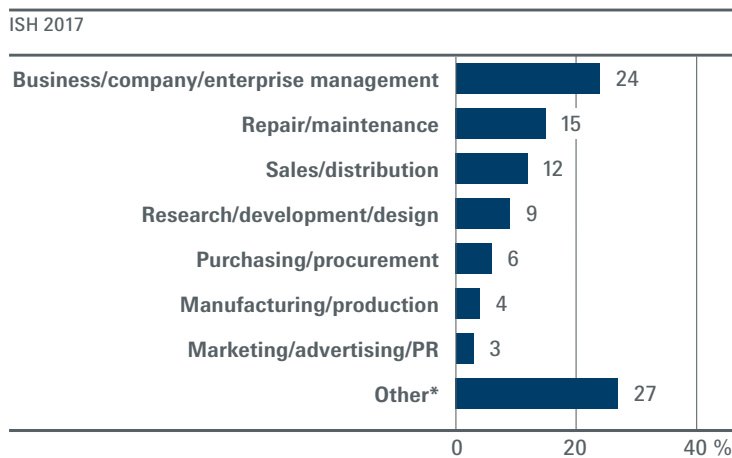


\* Includes students and others not in employment (8%)

# Talk to people with something to say.

Visitors come from all major corporate areas.

## Area of responsibility of visitors



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

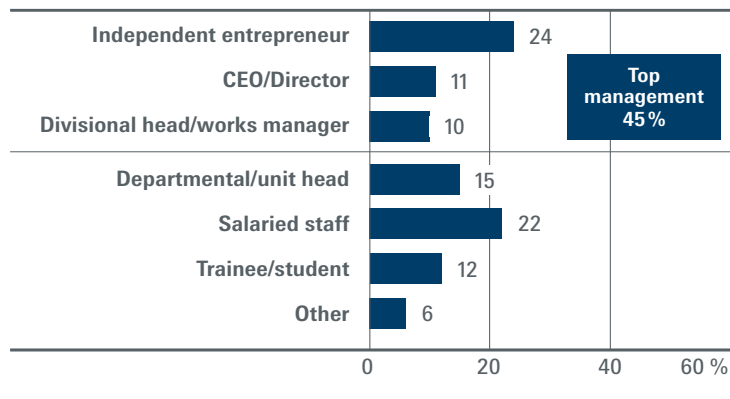
# Facts and figures ISH 2017.

## Decisive – the decision makers.

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

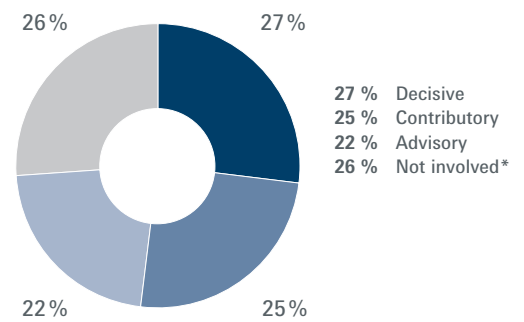
### Occupational status of visitors

ISH 2017



### Influence on purchasing decisions

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\* 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

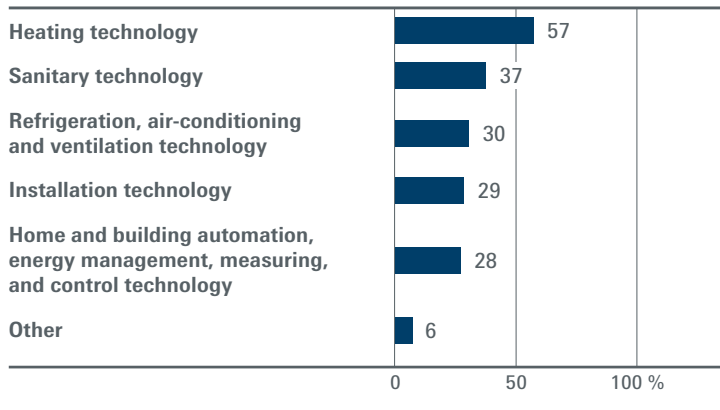


# Magnetic trade fair concept.

All product areas at ISH attract visitors.

## Interest in the offer

ISH 2017

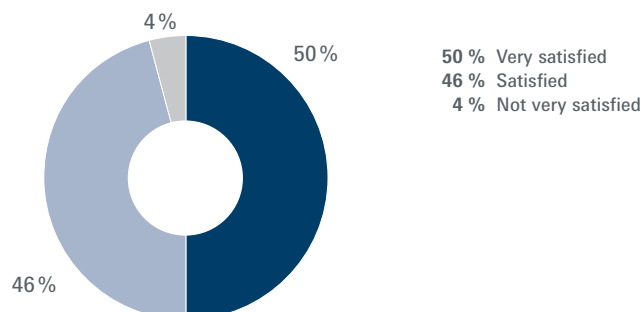


# ISH – a success for everyone.

96 % of all visitors are satisfied with their visit.

## Visitor satisfaction

ISH 2017



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