

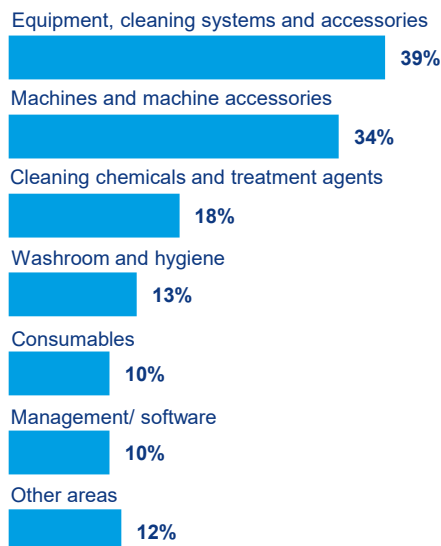


Brief analysis of the exhibitor survey

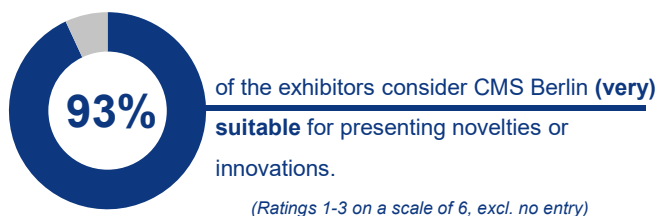
448 exhibitors from 25 countries.

Range of exhibits

(Multiple answers, extract of denominations ≥ 10%; excl. no entry)



Platform for novelties/ innovations and further product development



60% of the exhibitors **present a novelty/ innovation** at CMS Berlin 2019.
(Excl. no entry)

36% of the exhibitors **present a further development** of their products at CMS Berlin 2019.
(Excl. no entry)

Quality and number of trade visitors

About **9 out of 10** exhibitors are **(very) satisfied** with the **quality of trade visitors** at CMS Berlin 2019.
(Ratings 1-3 on a scale of 6, excl. no entry)

About **8 out of 10** exhibitors are **(very) satisfied** with the **number of trade visitors** at CMS Berlin 2019.
(Ratings 1-3 on a scale of 6, excl. no entry)

Participation goals and goal achievement

(Multiple citations; extract of denominations > 15%; excl. no entry)

Participation goal	Goal important for % of the exhibitors	Goal was achieved by %
Company representation/ image support	84%	94%
Cultivation of existing business relations	75%	92%
Establish contacts with trade building cleaners	65%	87%
Establish contacts with buyers	61%	82%
Introduction of new products and technologies	52%	90%
Establish contacts with specialized trade	50%	80%
Competitor/ market observation	44%	80%
Conclude business transactions	42%	67%
Recruitment of skilled staff	21%	35%
Investor Relations	17%	49%

Follow-up business after the fair

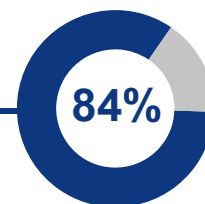


About **9 out of 10** exhibitors have **(very) high expectations** regarding the follow-up business after the fair.
(Excl. no entry)

Overall satisfaction and outlook



of the exhibitors would **recommend a** participation in CMS Berlin.*



*(*Ratings 1-3 on a scale of 6, excl. no entry)*



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Brief analysis of the visitor survey

20.318 visitors from 80 countries.

Field of activity

(Extract of denominations > 5%; excl. no entry)



Decision makers

85%

of professional trade visitors have an influence on purchasing/ procurement decisions.



Business result

96%

of professional trade visitors rate the business result of their visit as (very) good.

(Ratings 1-3 on a scale of 6; excl. no entry)

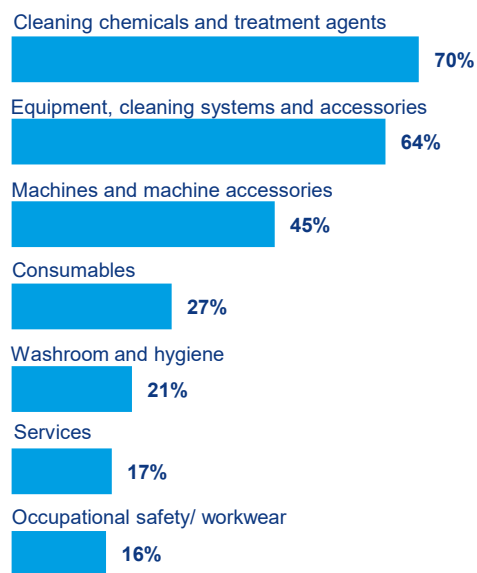
Trade visitor goals

(Multiple citations; extract of denominations > 20%; excl. no entry)

Goals	Goal important for % of the visitors	Goal was achieved by %
General market orientation	40%	95%
Finding out about novelties	35%	94%
Obtaining information on products/ techniques/ problems	35%	90%
Establishing new contacts	28%	91%
Preparation of purchase decisions	28%	91%
Further vocational training	24%	91%
Expert discussion/ exchange of experience	21%	94%

Interest in exhibition areas

(Multiple citations; extract of denominations > 15%; excl. no entry)



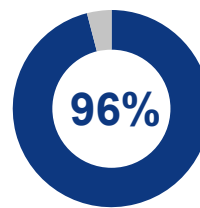
Offer assessment

95%

of trade visitors rate the range of offers at CMS Berlin 2019 as positive.

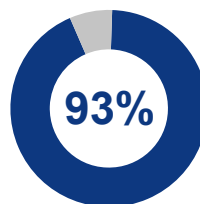
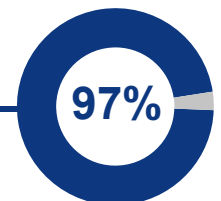
(Ratings 1-3 on a scale of 6; excl. no entry)

Overall satisfaction and outlook



of the trade visitors are (fully) satisfied with their visit to CMS Berlin 2019.*

of the trade visitors would recommend a visit to CMS Berlin.*



of the trade visitors express their willingness to visit the next CMS Berlin.*

(*Ratings 1-3 on a scale of 6; excl. no entry)