



# SHOW REPORT VISION 2011

International trade fair for machine vision

## 1. Statistics

	Total	Germany	International
Exhibitors	351	189	162
Visitors	7,055	4,515	2,540
Net exhibition area in sqm	8,589	4,939	3,095
Gross exhibition area in sqm	21,000		

## 2. Selected results of the visitor survey

Germany	64%
International	36% (visitors from 50 countries)

### 2.1 Germany – TOP Federal states

Baden-Württemberg	40%
Bavaria	22%
North Rhine-Westphalia	8%
Hesse	7%
Lower Saxony	5%

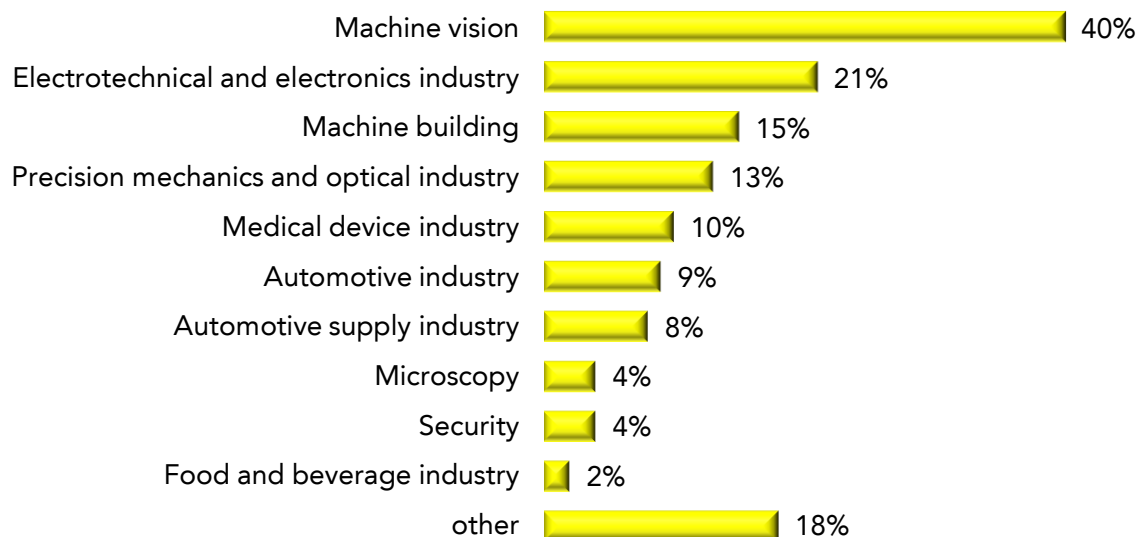
Rest	18%
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### 2.2 Abroad – TOP 10 Visitor countries

Switzerland	13%
Italy	10%
Austria	8%
Belgium	6%
South Korea	6%
Great Britain	6%
France	5%
Netherland	5%
Spain	5%
Japan	3%

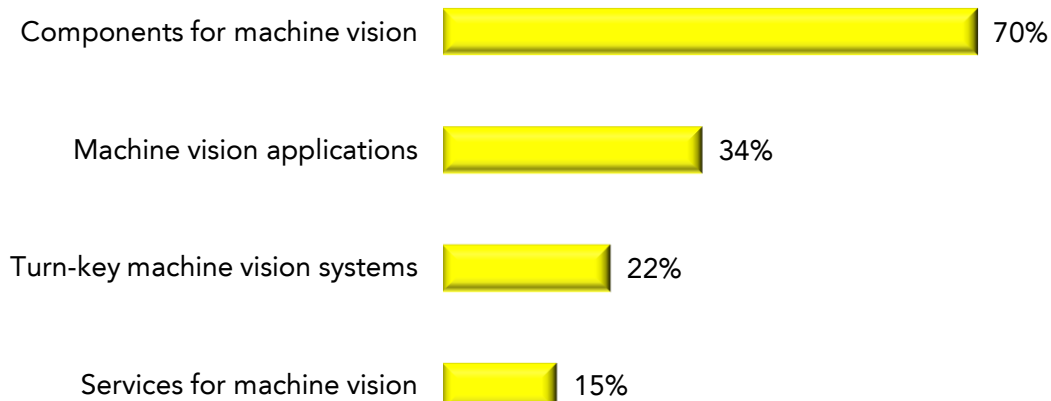
Rest	33%
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### 2.3 Visitor group - Branch of industry



## 2.4 Interest in the exhibition offer

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## 2.5 Decision-making authority of visitors

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Decisive	30%
Together with others	35%
Advisory	20%
Not involved	6%
Pupil / Student / other (not working)	10%

## 2.6 Investment / purchase intention

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Yes	42%
Perhaps	43%
No	16%

## 2.7 Intention to recommend VISION to others

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Yes / rather yes	84%
Perhaps	13%
Rather no / no	2%

## 2.8 Intention of revisitation

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Yes / rather yes	62%
Perhaps	32%
Rather no / no	7%

## 2.9 Characteristics

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48% of all visitors were new to VISION.

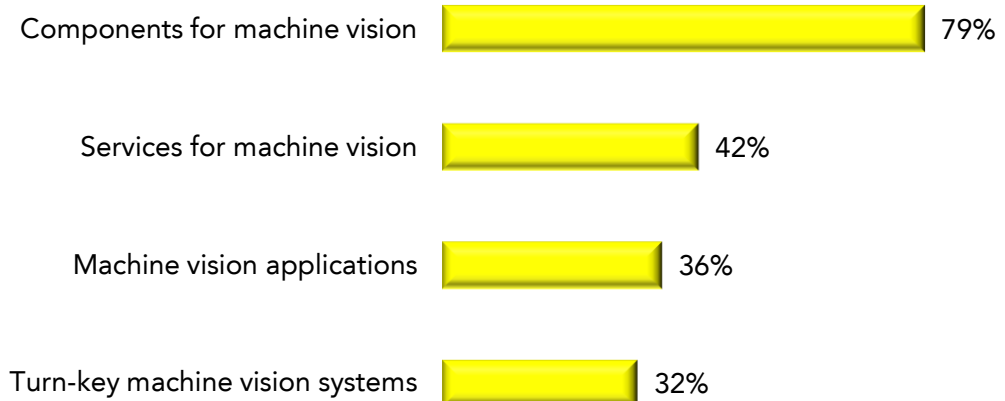
39% of visitors get their information exclusively at VISION and don't visit any other show.

53% of visitors think that VISION will be even more important for the branch of industry in the future.

### 3. Selected results of the exhibitor survey

#### 3.1 Affiliataion according to offer segments

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#### 3.2 Assessment of visitors' expertise

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Very good / good	79%
Moderate	18%
Poor / very poor	2%

#### 3.3 Assessment of importance of business location Baden-Württemberg for VISION

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Very good / good	93%
Moderate	7%
Poor / very poor	0%

#### 3.4 Intention to exhibit again

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Yes	72%
Not yet decided	24%
No	2%
Somebody else decides upon this matter	2%

#### 3.5 General assessment of VISION 2011

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Very good / good	77%
Moderate	22%
Poor / very poor	1%

The survey took place in writing and covers a sample of 220 asked exhibitors.  
(30 November 2011, Market Research Messe Stuttgart, subject to modifications)

