Event analysis ALTENPFLEGE 2025 8 – 10.4.2025 | Nuremberg







Success figures







Organizer of the ALTENPFLEGE trade fair congress

Structural data, FKM-certified

berg 2025	Essen 2024
,843	18,274
3	523
,205 m ²	14,356 m ²
3	1,003

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Reaching the exhibitor target group

	83,6 % 51,9 %	Facili
	74,8 % 34,8 %	Mana
	68,1 % 45,5 %	Nursi
	44,8 % 18,6 %	Nursi
	40,2 % 15,7 %	Purch
	33,1 % 35,2 %	Nursi
= Desired target group	= actual contact	

Top 6 from a total of 17 categories, multiple answers possible, exhibitor survey, FKM-certified

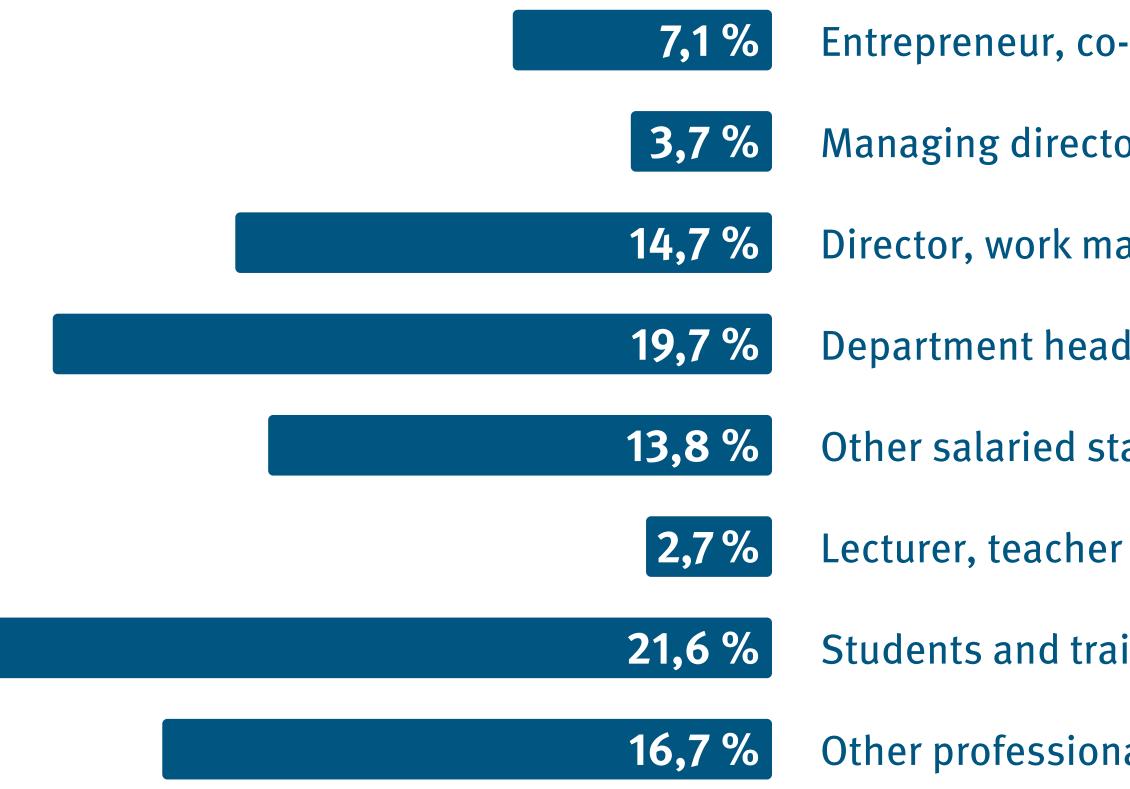
- lity management/home management
- agement/Management Board
- sing home management
- sing management hospital/clinic
- hasing management
- sing specialist (healthcare, nursing, geriatric care)







Professional status of visitors



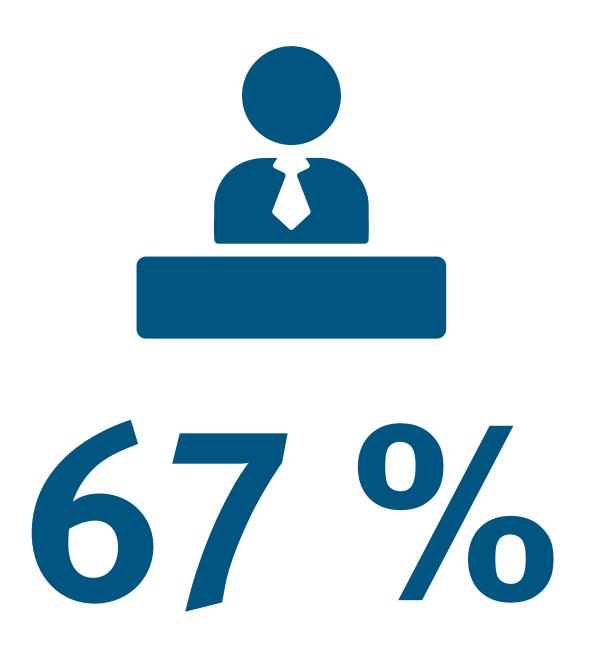
Visitor registration, FKM-certified

- Entrepreneur, co-owner, freelancer
- Managing director, board member
- Director, work manager, plant manager, branch manager
- Department head, group head, team leader
- Other salaried staff, skilled worker
- **Students and trainees**
- Other professional position and non-professionals





Decision makers



your company? of their company.

Visitor registration, FKM-certified

- What influence do you have on purchasing/
- procurement decisions in
- 67 % of visitors are decision-makers or involved in purchasing and procurement decisions

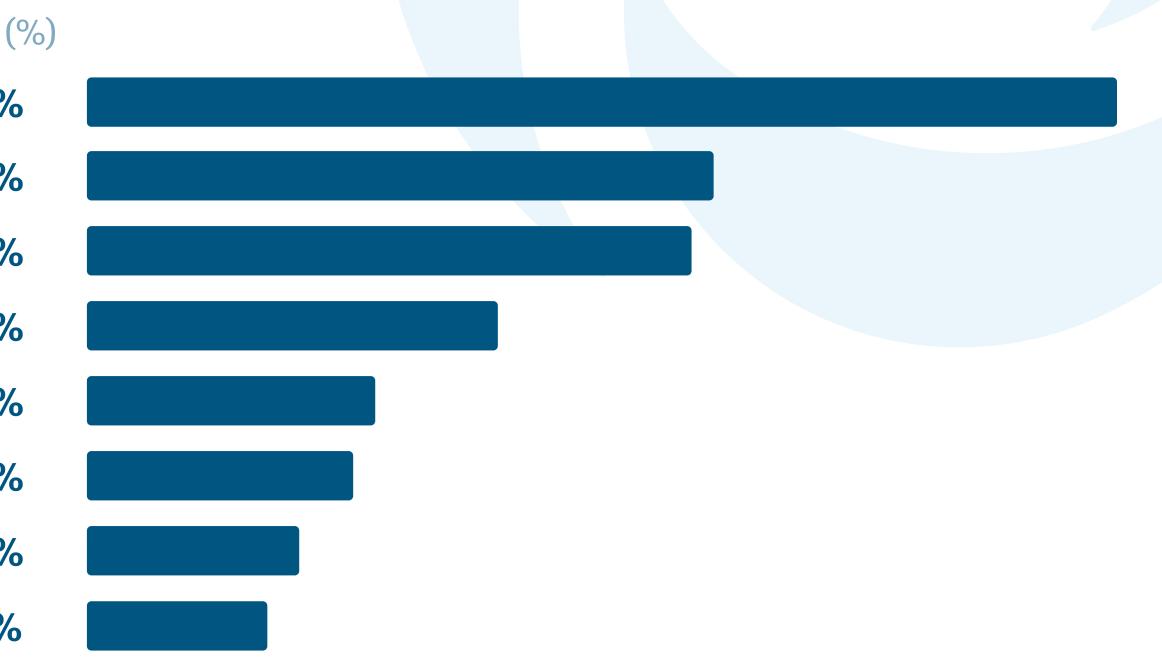




Reasons for visiting What is your main reason for visiting ALTENPFLEGE 2025?

Rank	Reason for visit	Share
1	Information about new products	53,4 %
2	Experience/exchange of information	33,2 %
3	Further training/expansion of knowledge	30,9 %
4	General market orientation	21,1 %
5	Maintaining business contacts	14,3 %
6	Other reasons	13,5 %
7	Influence on product development	11,7 %
8	Establishing business contacts	9,4 %

Multiple answers/excerpt, visitor survey, FKM-certified







General

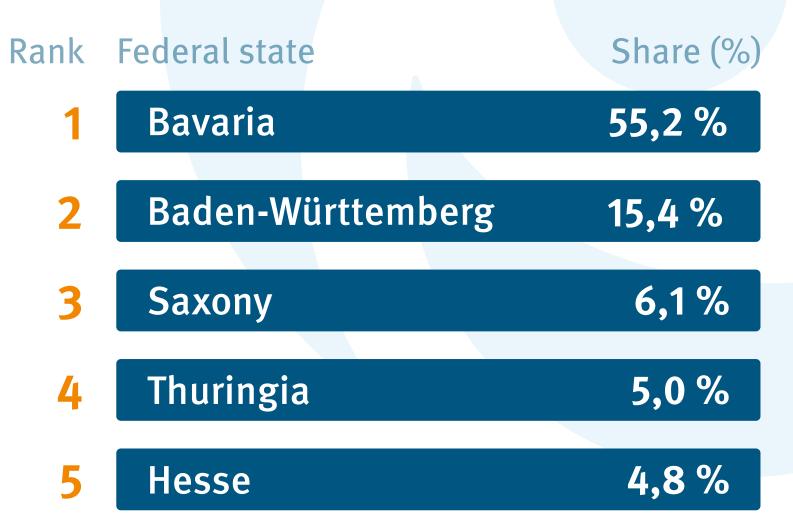
Origin of visitors

Germany 97,5 %

International 2,5 %

Visitor registration, FKM-certified

Top 5 visitors federal states



Top 5 international visitors

- Rank Country
 - Austria 1
 - Switzerland 2
 - Poland 3
 - **Czech Republic**
 - Slovenia 5





Product groups (main interest of visitors)

Which product groups mainly interest visitors to ALTENPFLEGE?

Rank	Offer group	Share (%)	
1	Nursing	68,6 %	70 %
2	Vocational and educational	25,7 %	
3	Therapy	23,0 %	
4	IT	21,4 %	
5	Technology	19,0 %	
6	Management	19,0 %	
7	Personnel	18,0 %	
8	Catering	16,9 %	
9	Housekeeping	14,5 %	
10	Other	9,3 %	
11	Space	7,4 %	

Multiple answers possible, visitor survey, FKM-certified

Exhibitors

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Top marks from exhibitors



79%

of exhibitors plan to participate in ALTENPFLEGE again in the future

Exhibitor survey, FKM-certified





of exhibitors consider ALTENPFLEGE to be important in the context of their marketing and sales activities

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