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EVENT ANALYSIS/ STATUS REPORT 2024

IT-SA SUCCESS FIGURES (1/2)

IT-SA EXPO&CONGRESS

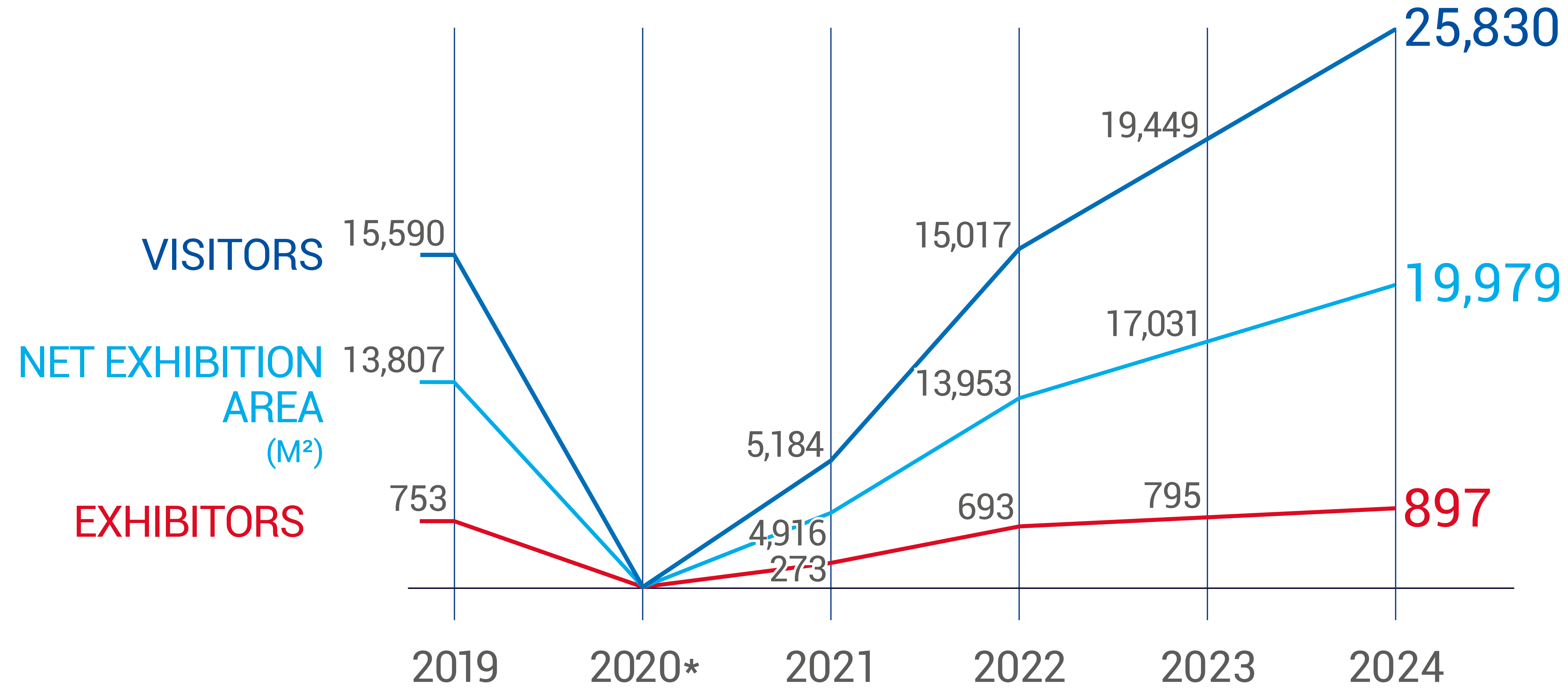


IT-SA 365



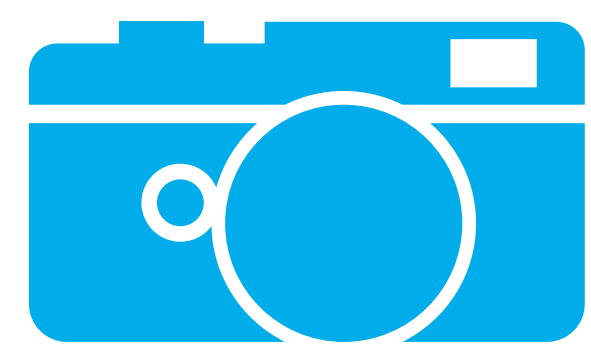
The it-sa 365 community had access to **8 exclusive hybrid sessions** during the trade fair as part of the **it-sa@home stream**. These sessions included interviews, live Q&As, and the streaming of selected forum presentations. All content is also available on-demand.

IT-SA SUCCESS FIGURES (2/2)



*Cancelled due to pandemic

MEDIA/REACH



152

Accredited media
representatives
from 5 countries



865

Followers



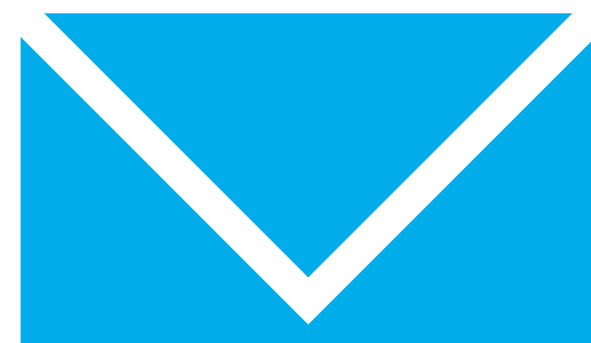
25

Media partners



12,113

Followers



42,333

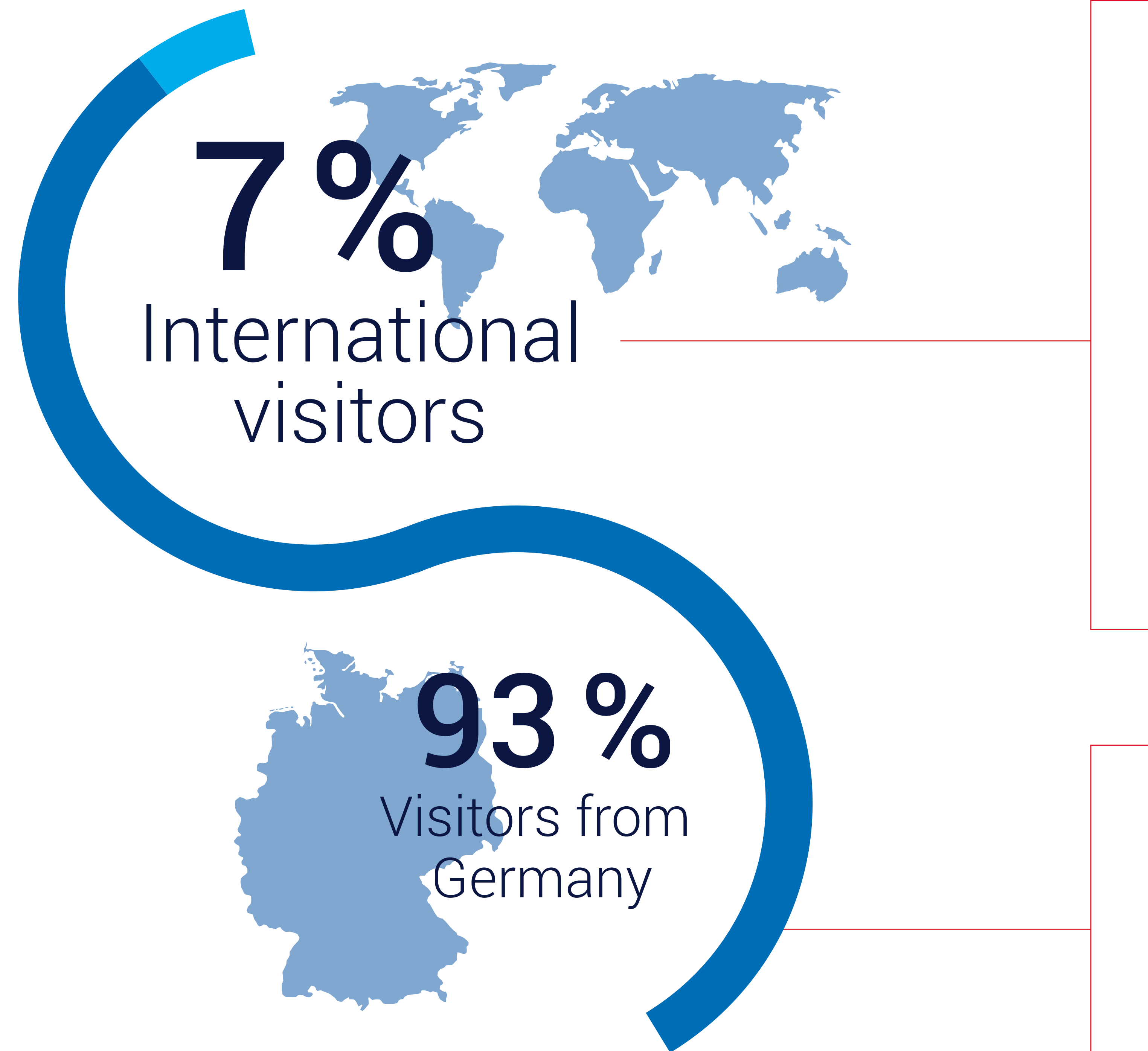
Recipients of visitor
emails



22,000

Newsletter
Subscribers

VISITORS BY ORIGIN



Total number of countries: **55**

Top 5 International

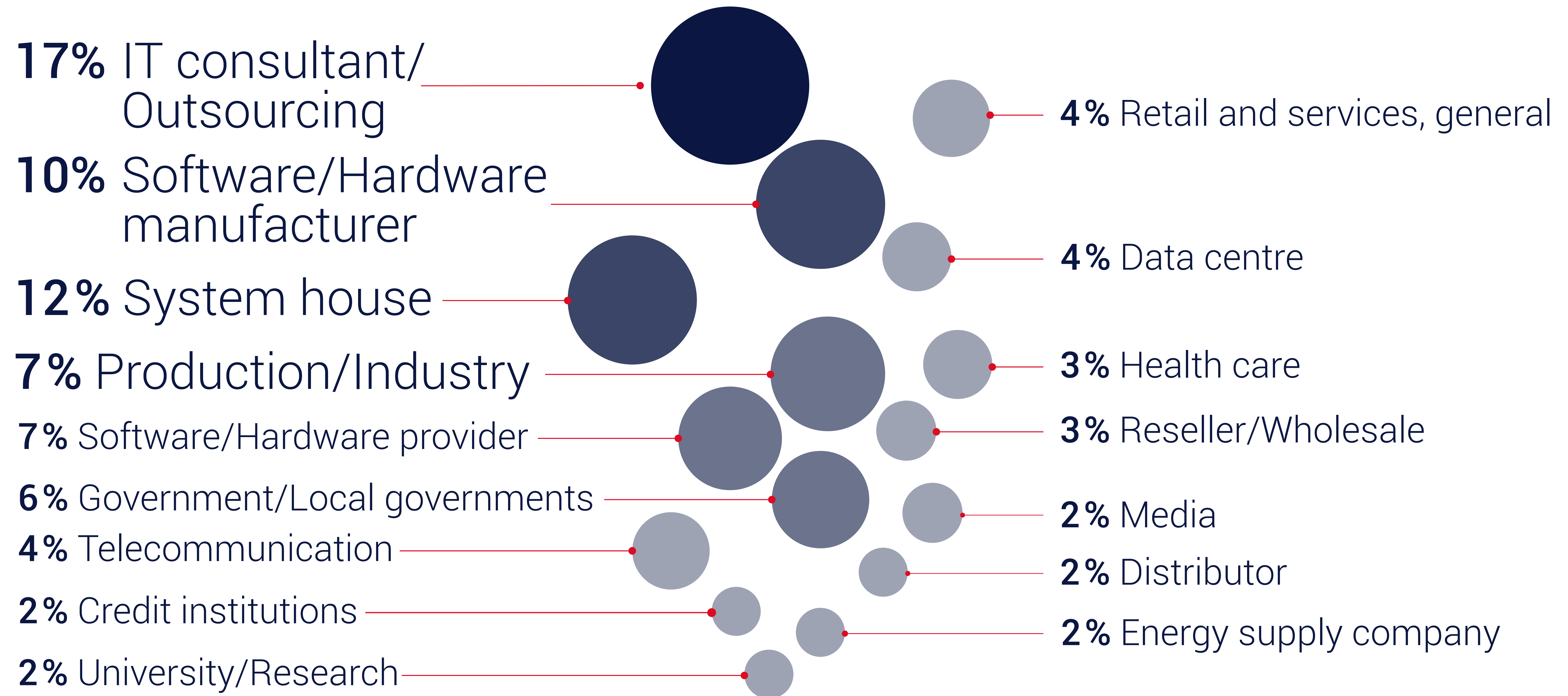
- 1** Austria
- 2** Switzerland
- 3** Great Britain and Northern Ireland
- 4** Netherlands
- 5** USA

Breakdown within Germany

North/West	East	South
27 %	9 %	63 %

Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, VISITORS



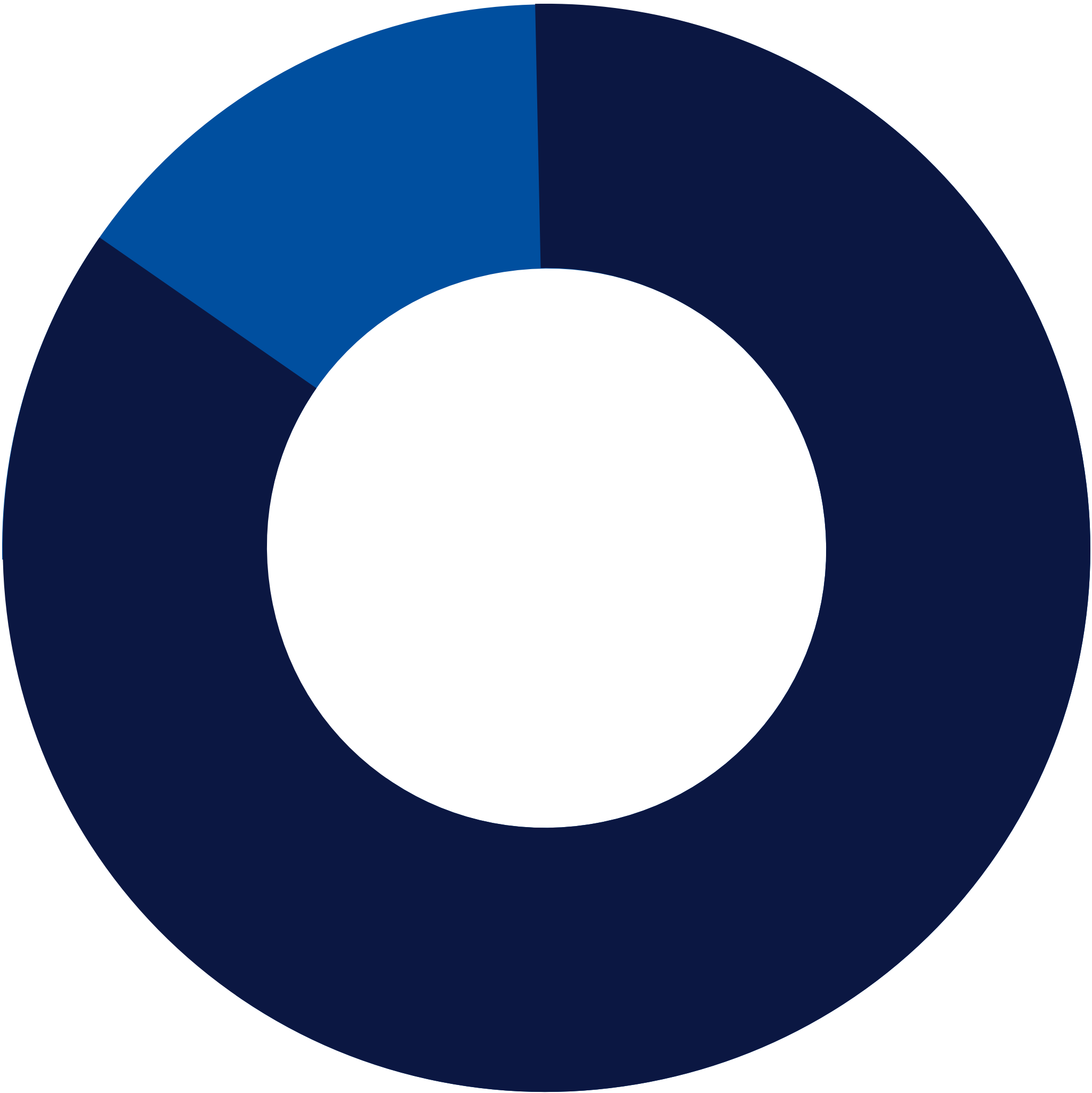
Multiple answers possible; extract

PROFESSIONAL STATUS OF VISITORS



Deviations from 100% possible due to rounding differences.

HIGH-CALIBRE VISITORS



84%

of visitors are **decision-makers** or involved in purchasing and procurement decisions at their company.

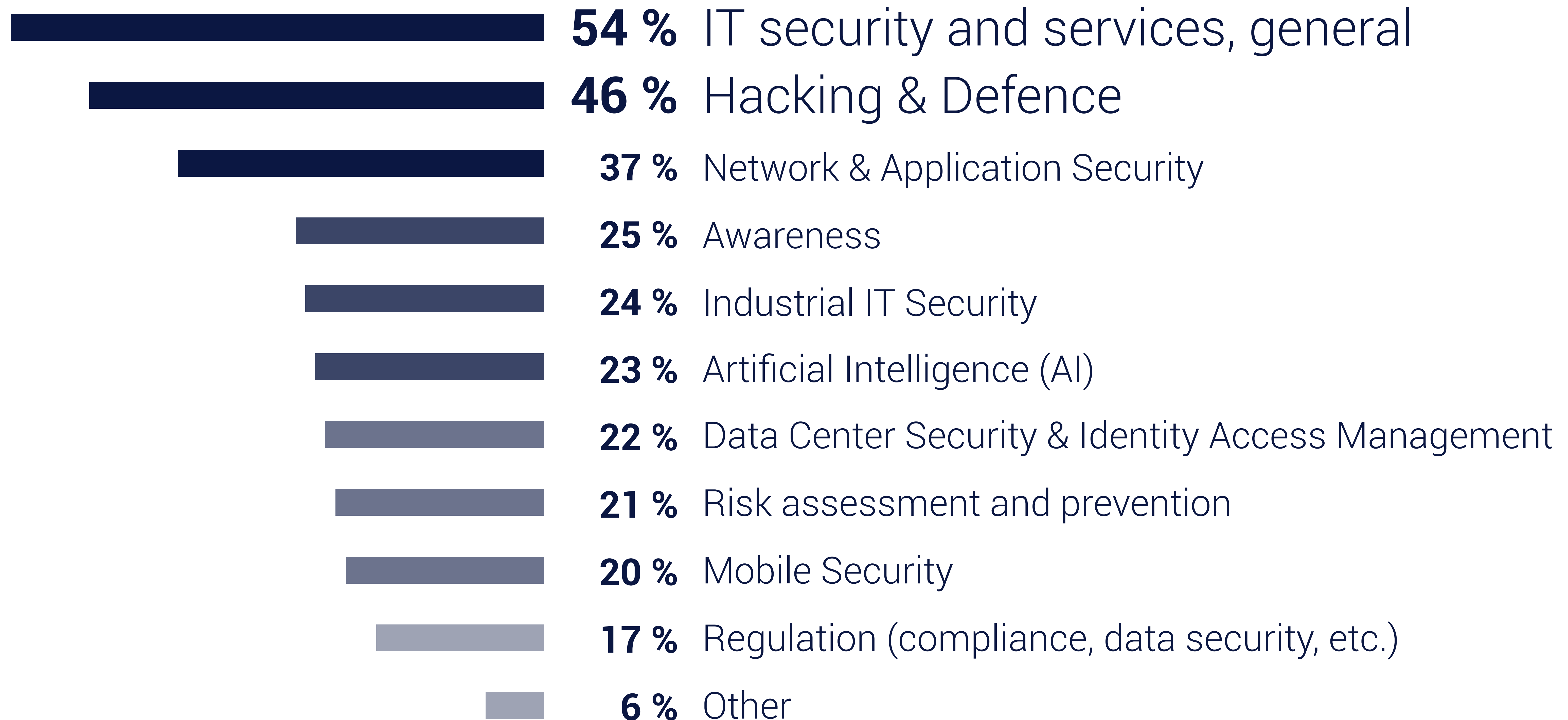


C-Level
absolute 2023 **2,560**



C-Level
absolute 2024 **3,320**

INTERESTS OF VISITORS



Multiple answers possible; extract

TOP MARKS FROM VISITORS



98 %

were satisfied with the
offering of the trade fair



95 %

had a high benefit
from visiting the
it-sa Expo&Congress 2024

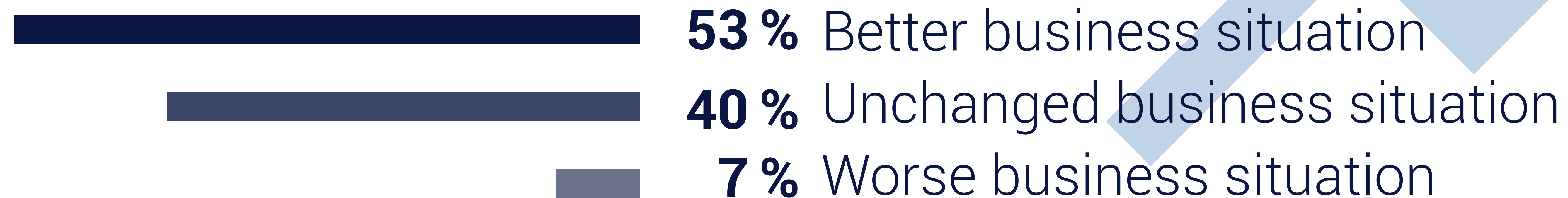


97 %

were satisfied with
their trade fair visit

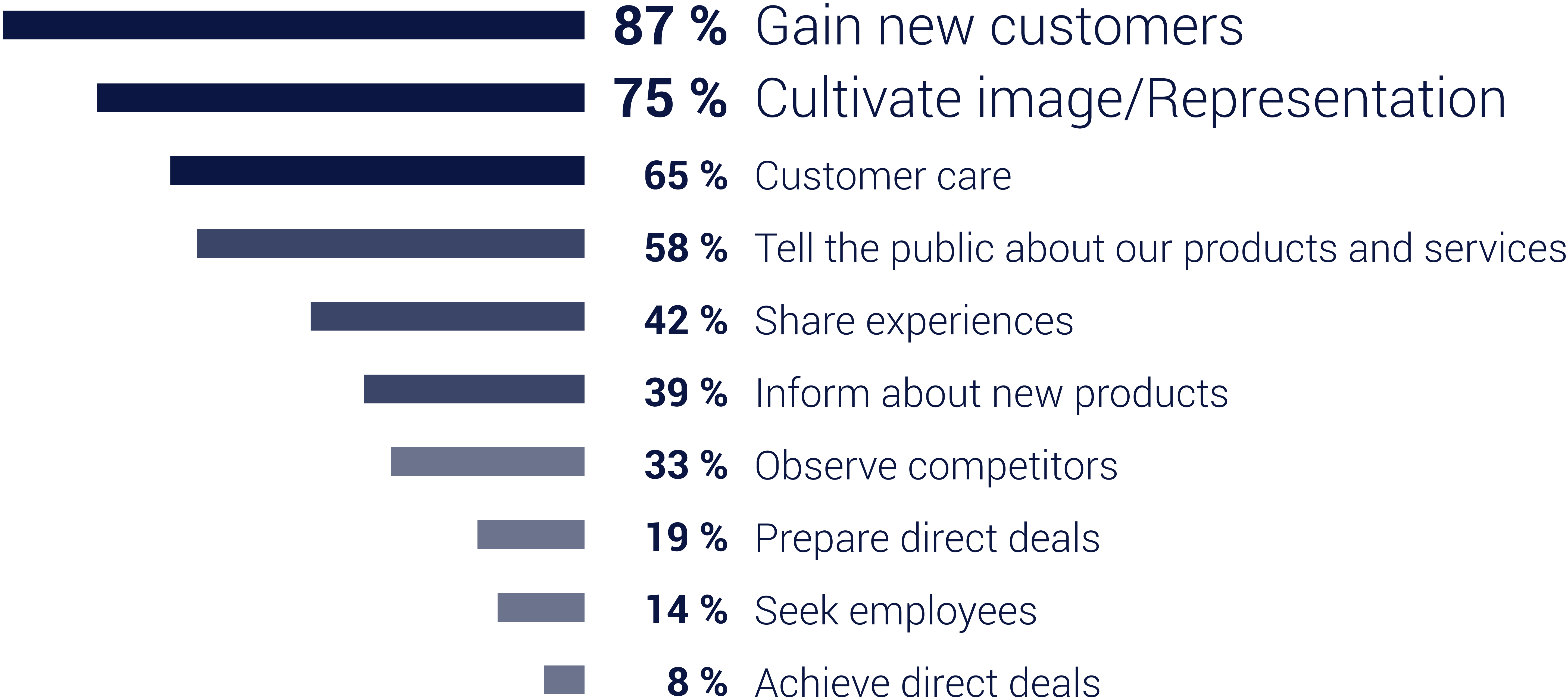
INDUSTRY BAROMETER

This is how visitors assess the development of their company over the next 24 months



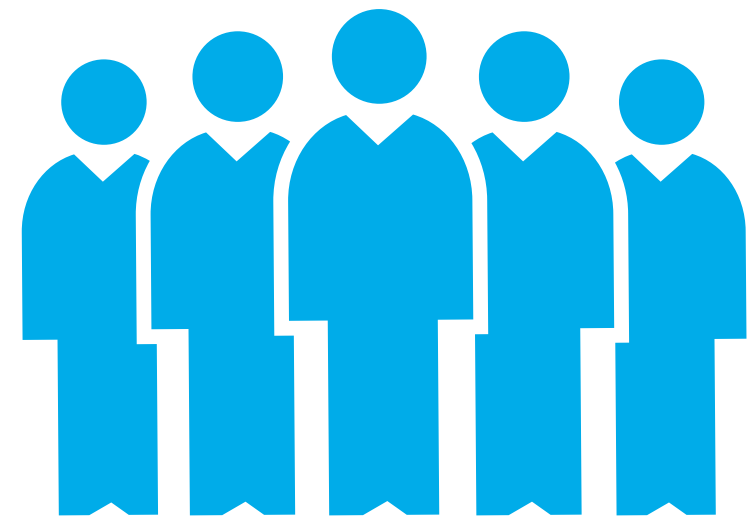
Deviations from 100% possible due to rounding differences.

EXHIBITOR OBJECTIVES



Multiple answers possible; extract

TOP MARKS FROM EXHIBITORS



97 %

reached their
most important
target groups during
it-sa Expo&Congress 2024



98 %

established new
business connections



98 %

were satisfied
with their trade fair
participation

INDUSTRY BAROMETER

This is how exhibitors assess the development of their company over the next 24 months



Differenzen zu 100 % aufgrund von Rundungen möglich.

IT-SA 365 SUCCESS FIGURES



Providers

1,028



Users

18,400



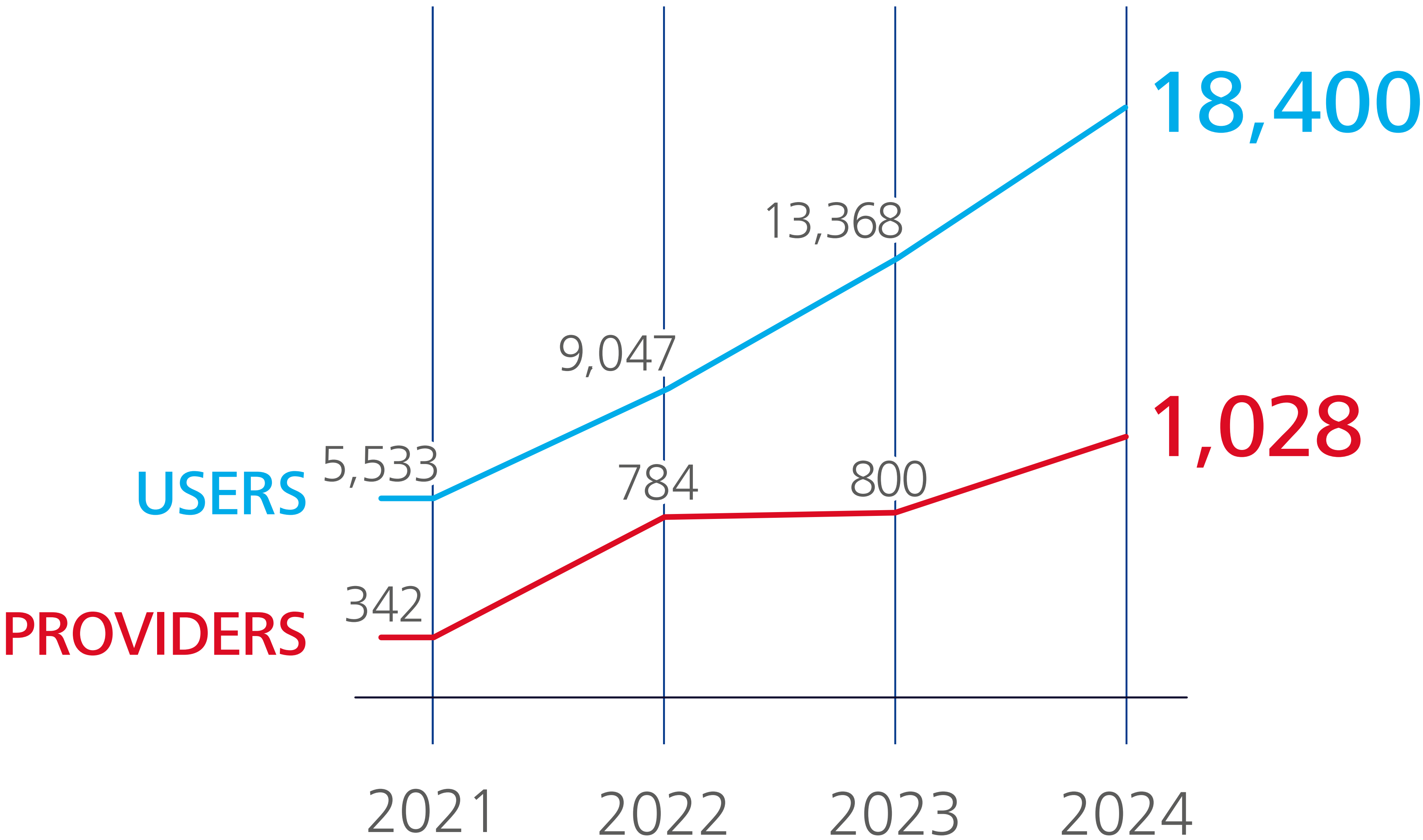
Live participation
in actions in 2024

8,900

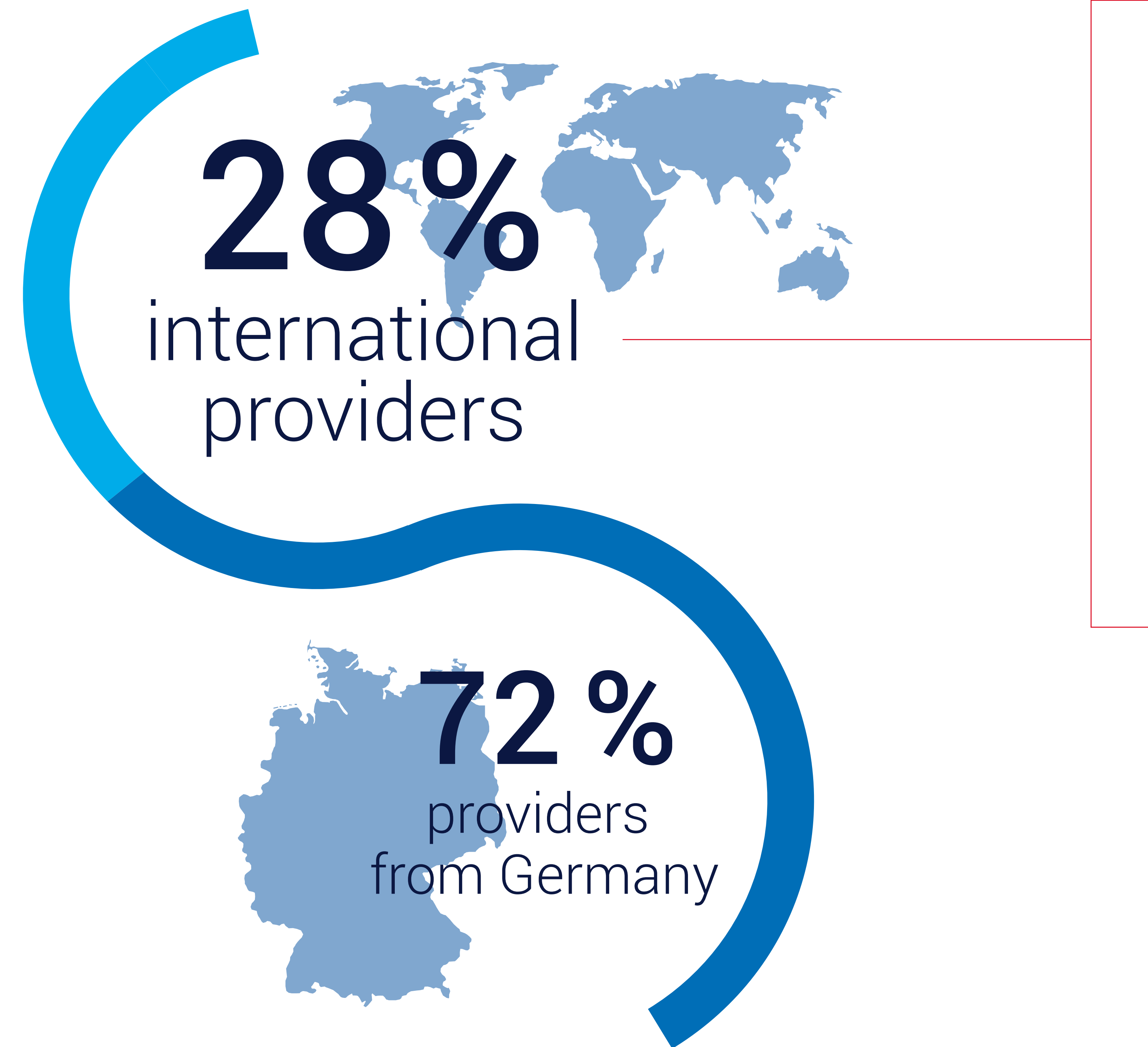


Ø Leads per Action

140



PROVIDERS BY ORIGIN



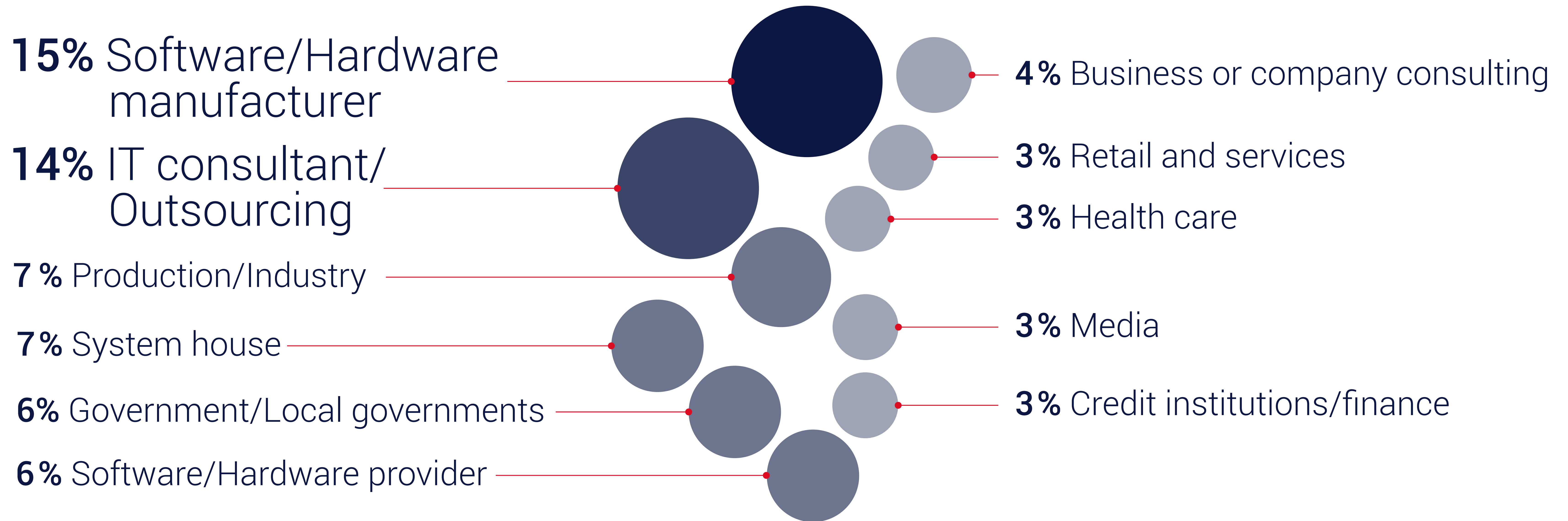
Top 5 international

- 1** United States
- 2** Great Britain
- 3** Israel
- 4** Austria
- 5** Switzerland

Total number of countries: **30**

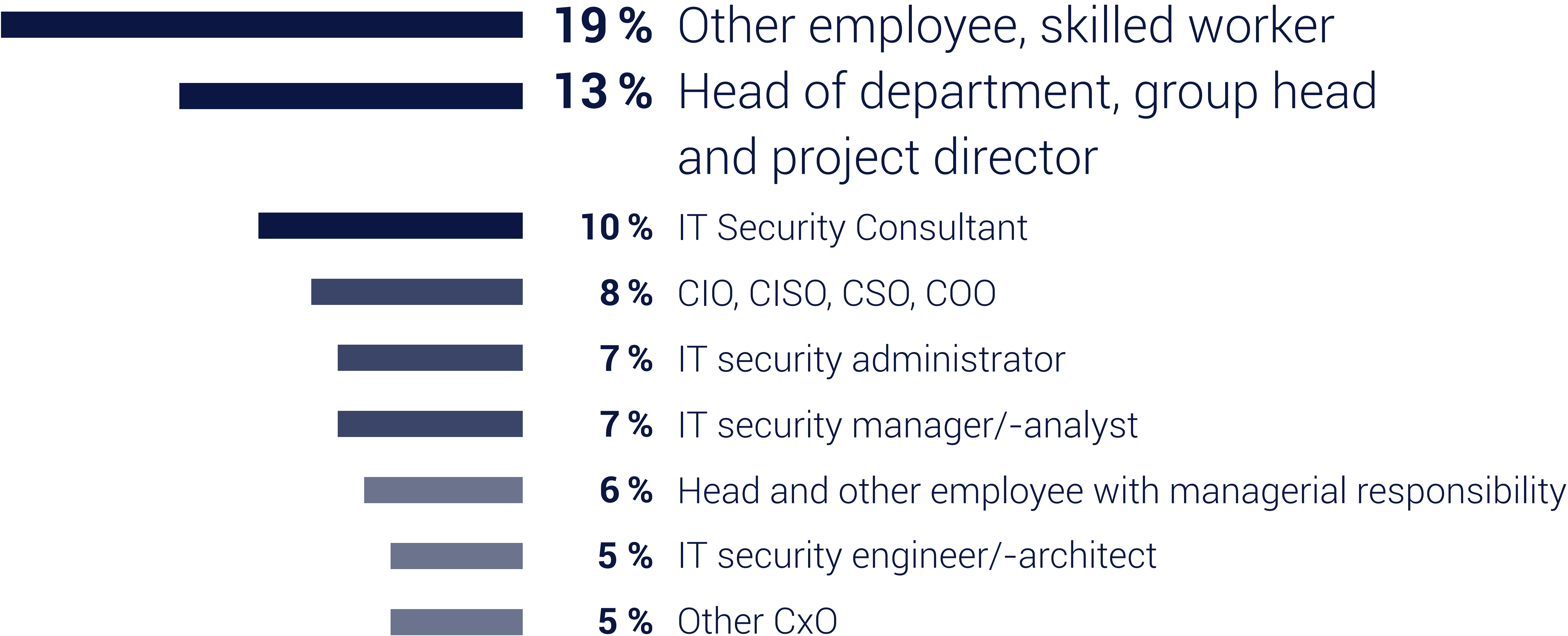
Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, USERS



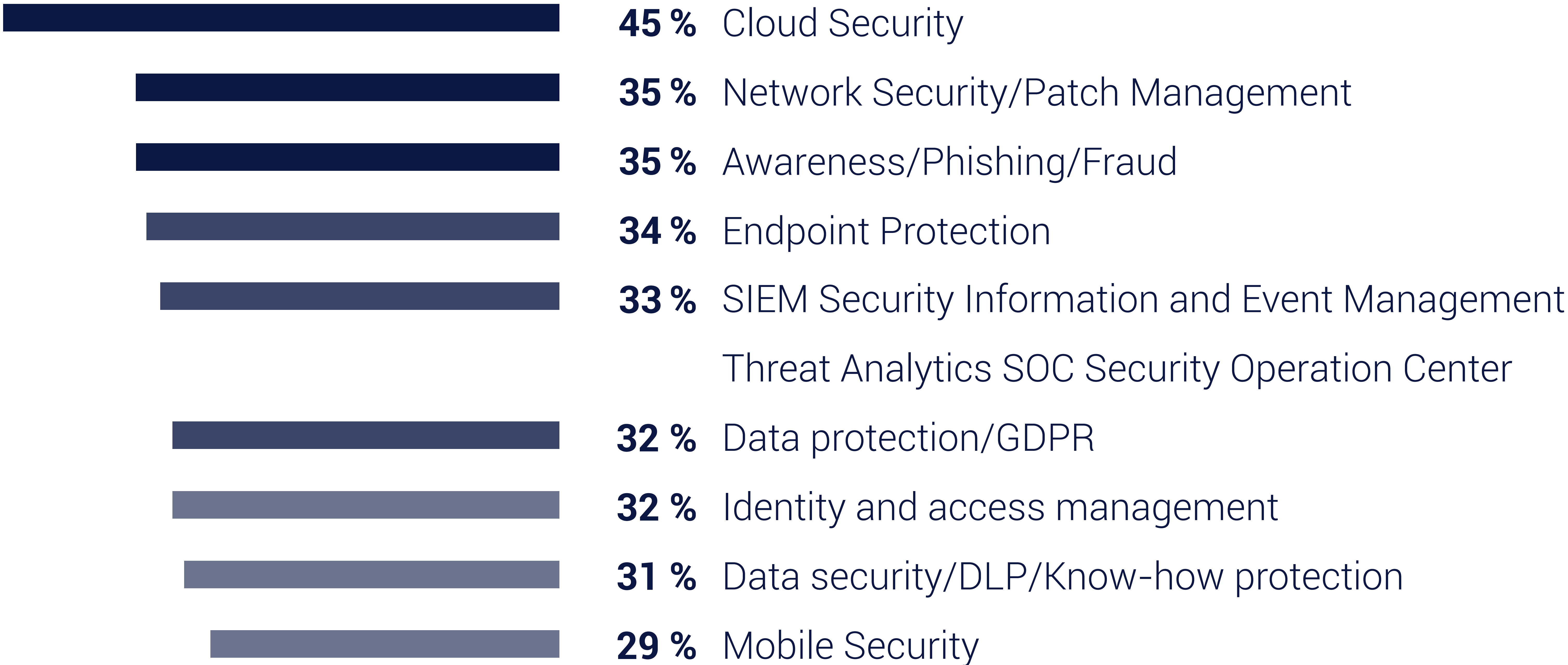
Deviations from 100% possible due to rounding differences.

PROFESSIONAL STATUS OF USERS



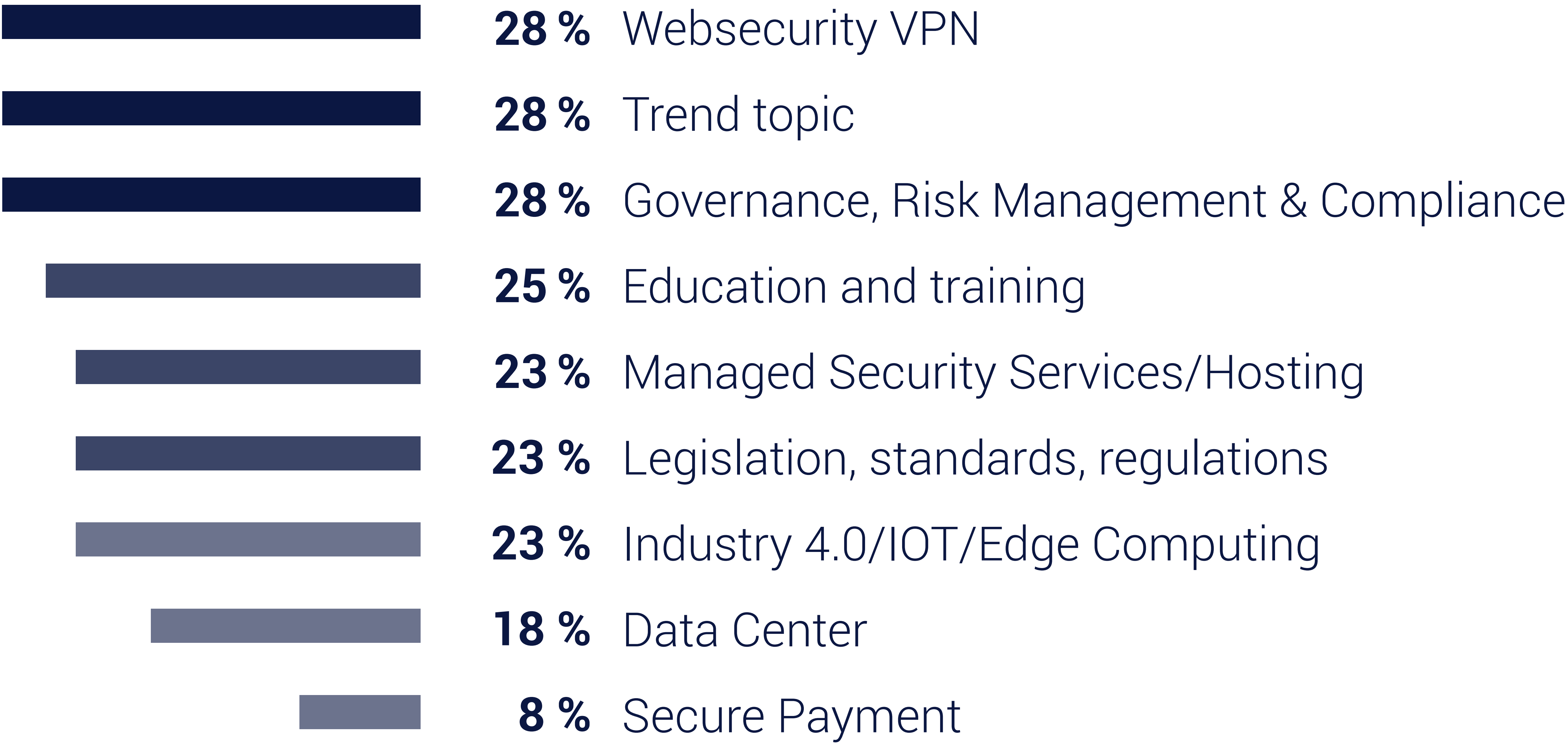
Deviations from 100% possible due to rounding differences.

INTERESTS OF USERS (1/2)



Multiple answers possible; extract

INTERESTS OF USERS (2/2)



Multiple answers possible; extract



November 2024, NürnbergMesse GmbH
Deviations from 100% possible due to
rounding differences

Structural data certified by FKM – German Society
for Voluntary Control of Fair and Exhibition Statistics,
Berlin. For more information on FKM see www.fkm.de.

The representative surveys were performed by a neutral
market research institution in accordance with
FKM guidelines. The event analysis is also available
in German.

Additional detailed results of the surveys may be obtained
from NürnbergMesse, Business Analytics & Strategy,
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info@nuernbergmesse.de.