



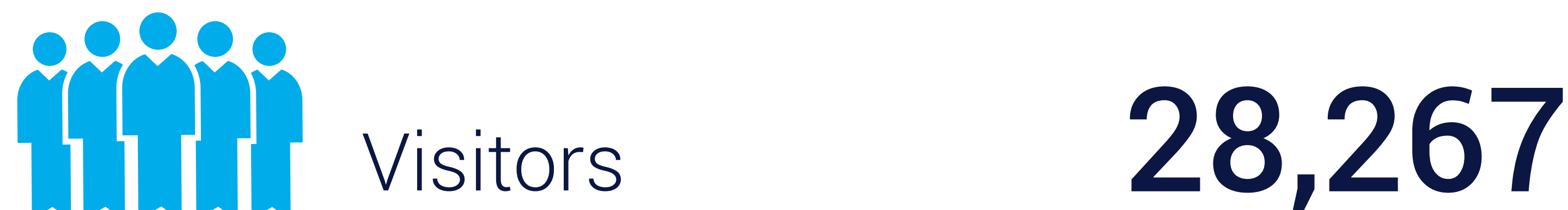
HOME OF IT SECURITY

itsa365.de/en

EVENT ANALYSIS/ STATUS REPORT 2025

IT-SA SUCCESS FIGURES (1/2)

IT-SA EXPO&CONGRESS

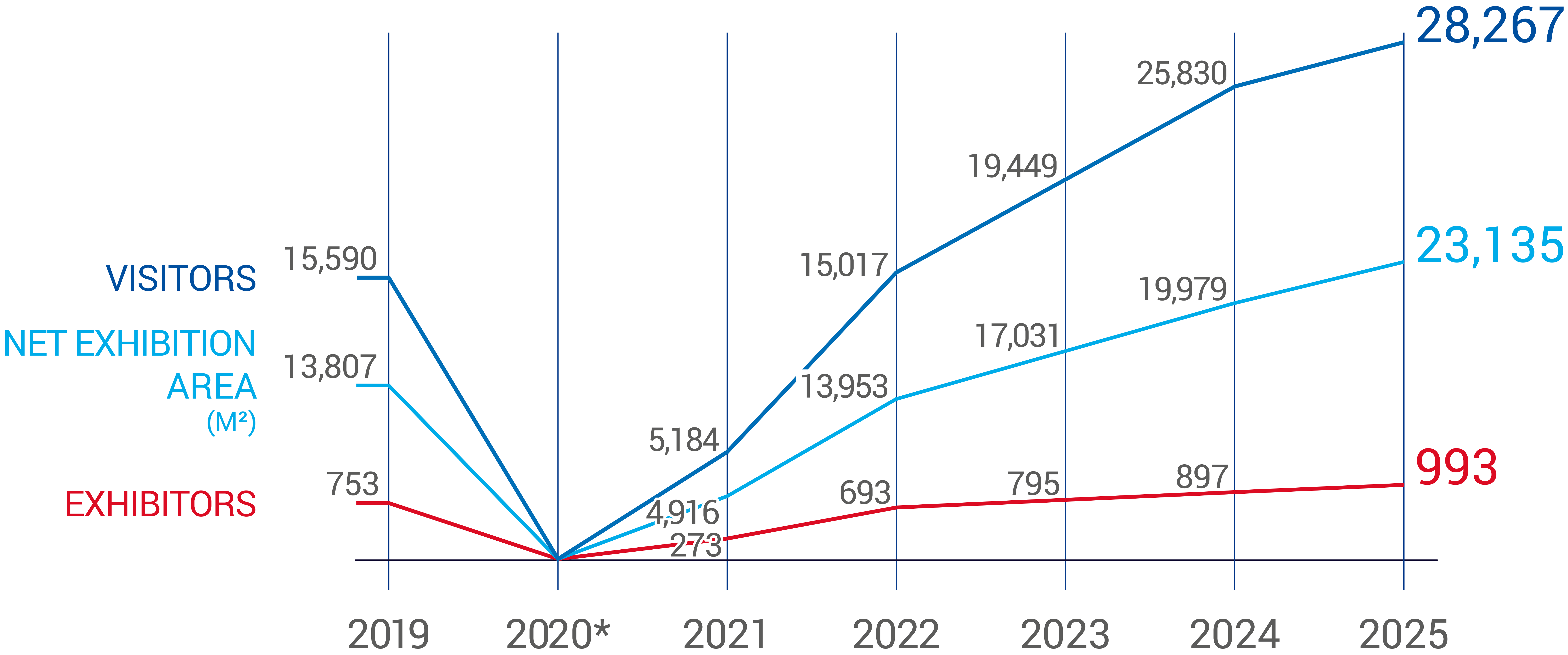


IT-SA 365



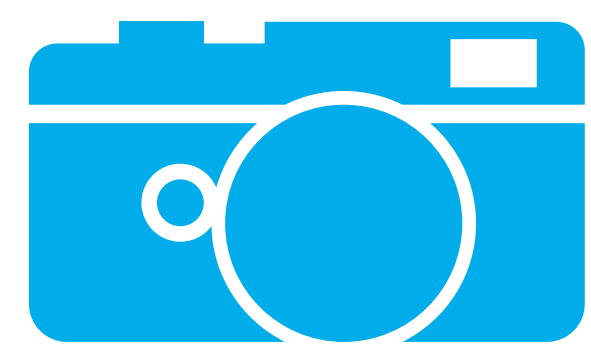
The it-sa 365 community had access to **8 exclusive hybrid sessions** during the trade fair as part of the **it-sa@home stream**. These sessions included interviews, live Q&A, and the streaming of selected forum presentations. All content is also available on-demand.

IT-SA SUCCESS FIGURES (2/2)



*Cancelled due to pandemic

MEDIA/REACH



173

Accredited media
representatives
from 5 countries



909

Followers



29

Media partners



15,735

Followers



40,376

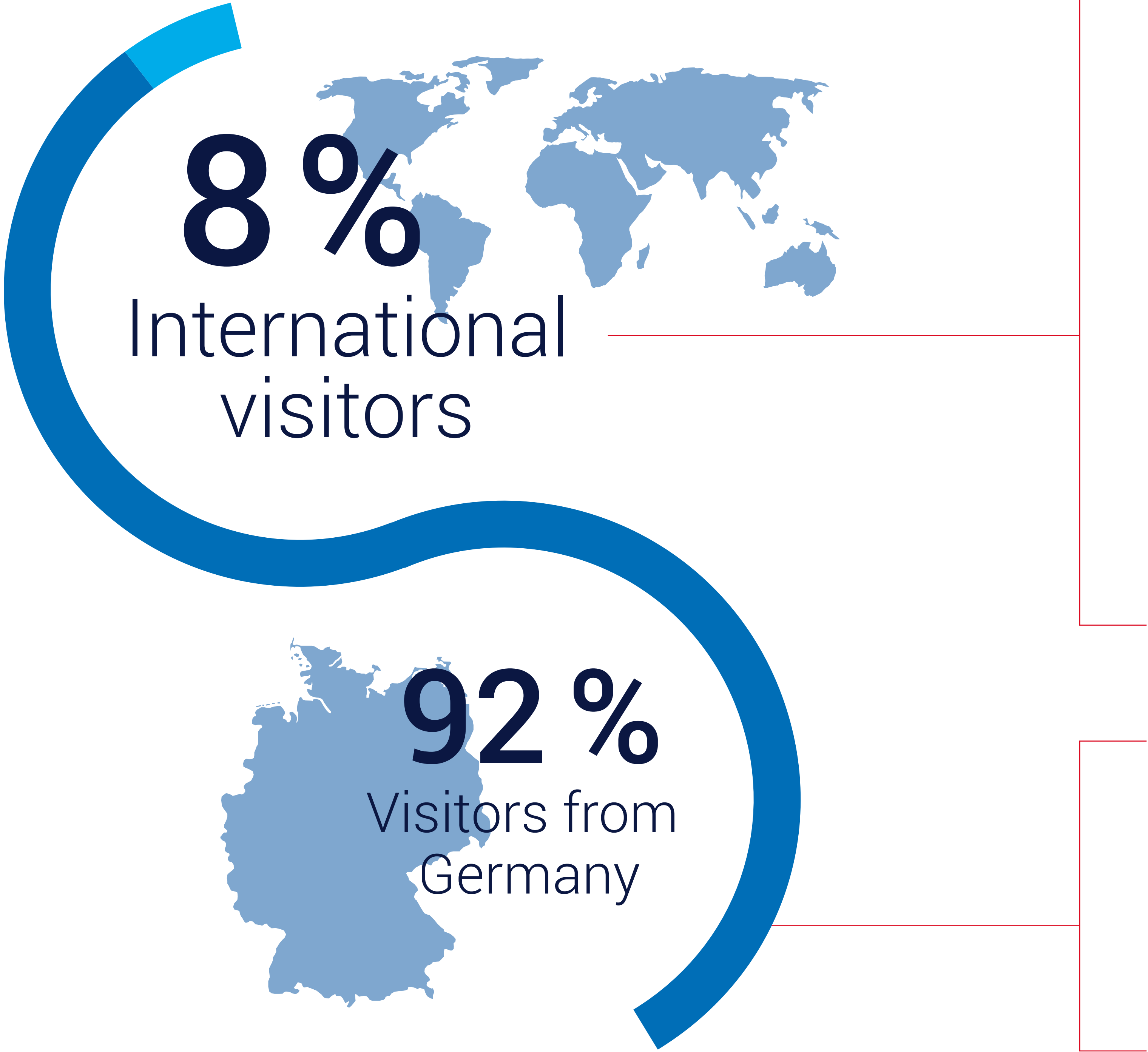
Recipients of visitor
emails



22,900

Newsletter
Subscribers

VISITORS BY ORIGIN



Top 5 International

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

Breakdown within Germany

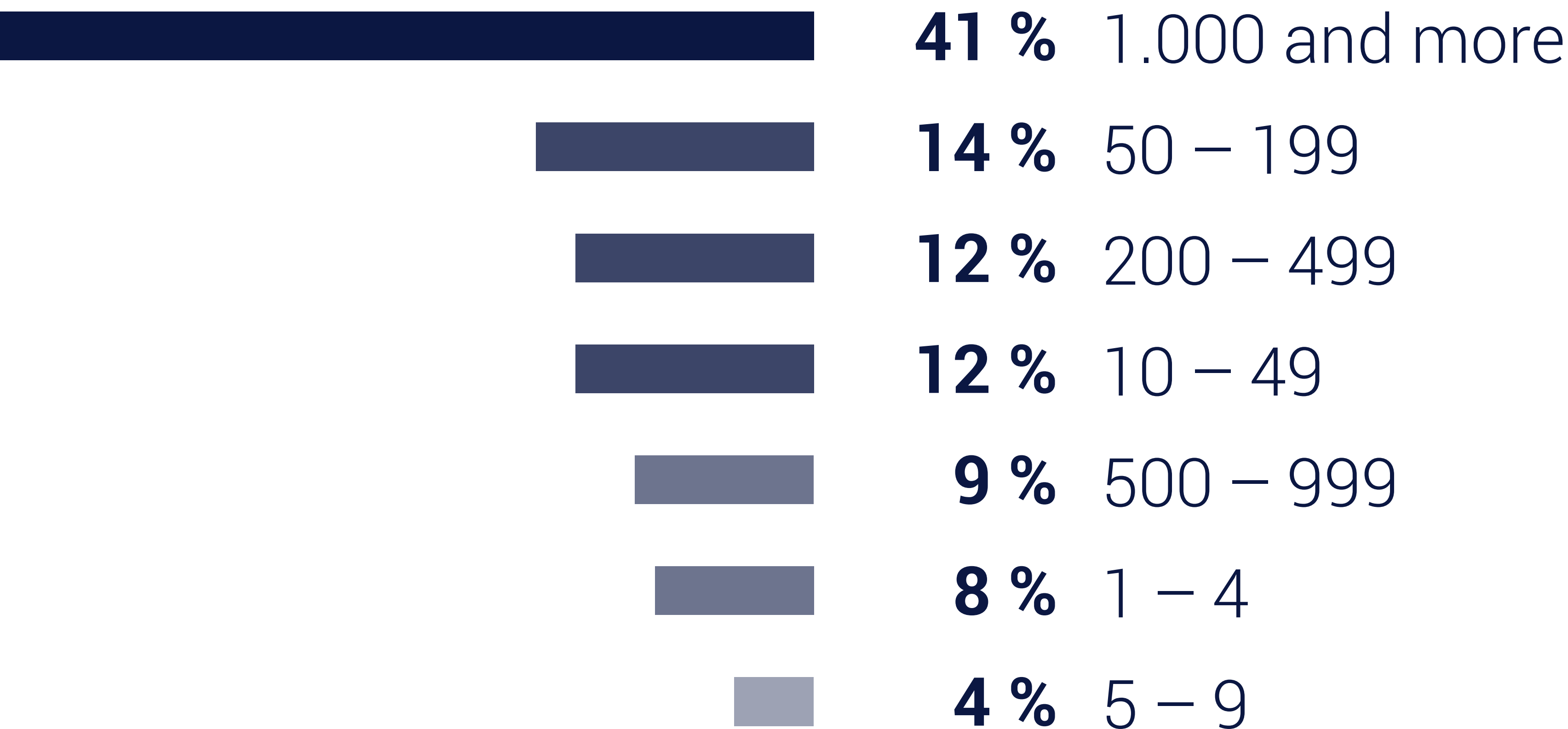
North/West	East	South
27 %	9 %	63 %

Total number of countries: **65**

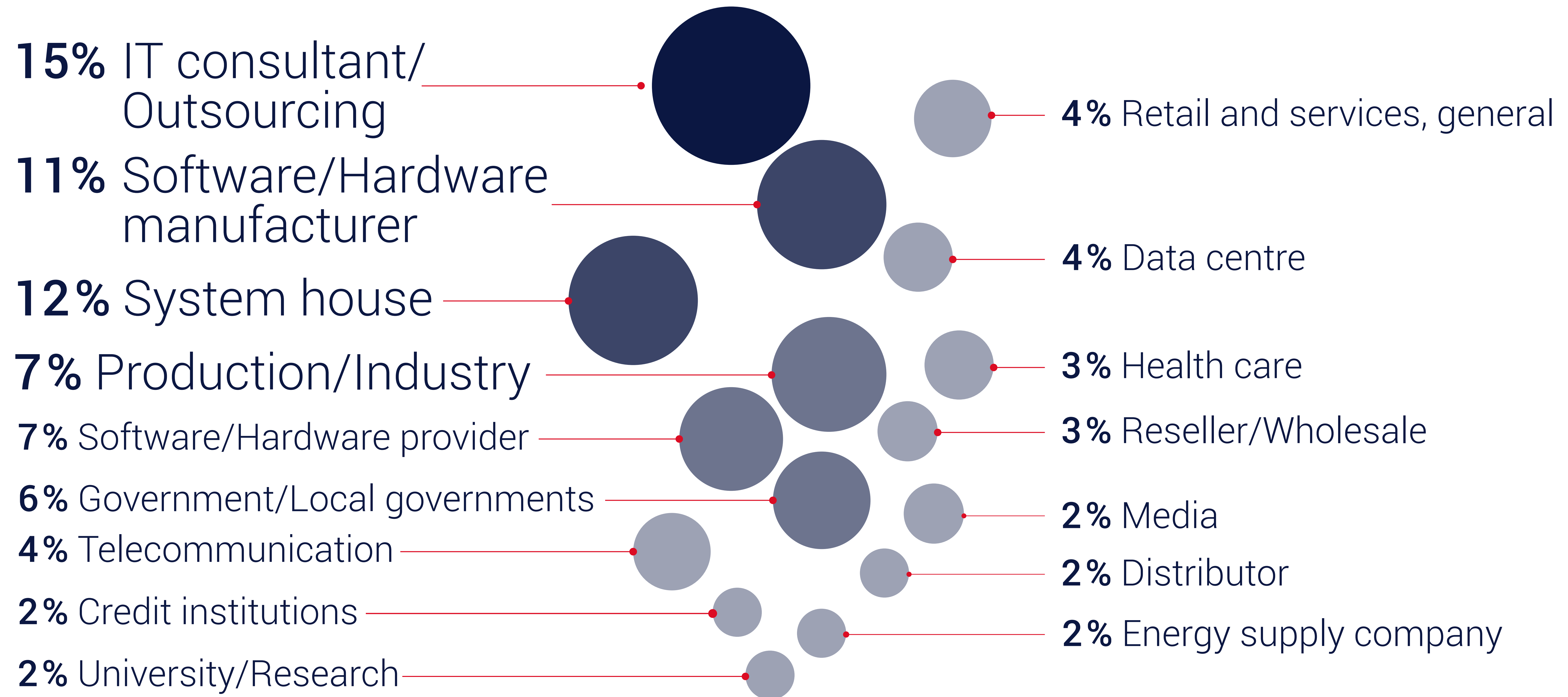
Deviations from 100% possible due to rounding differences.

VISITORS: SIZE OF COMPANY

NUMBER OF EMPLOYEES

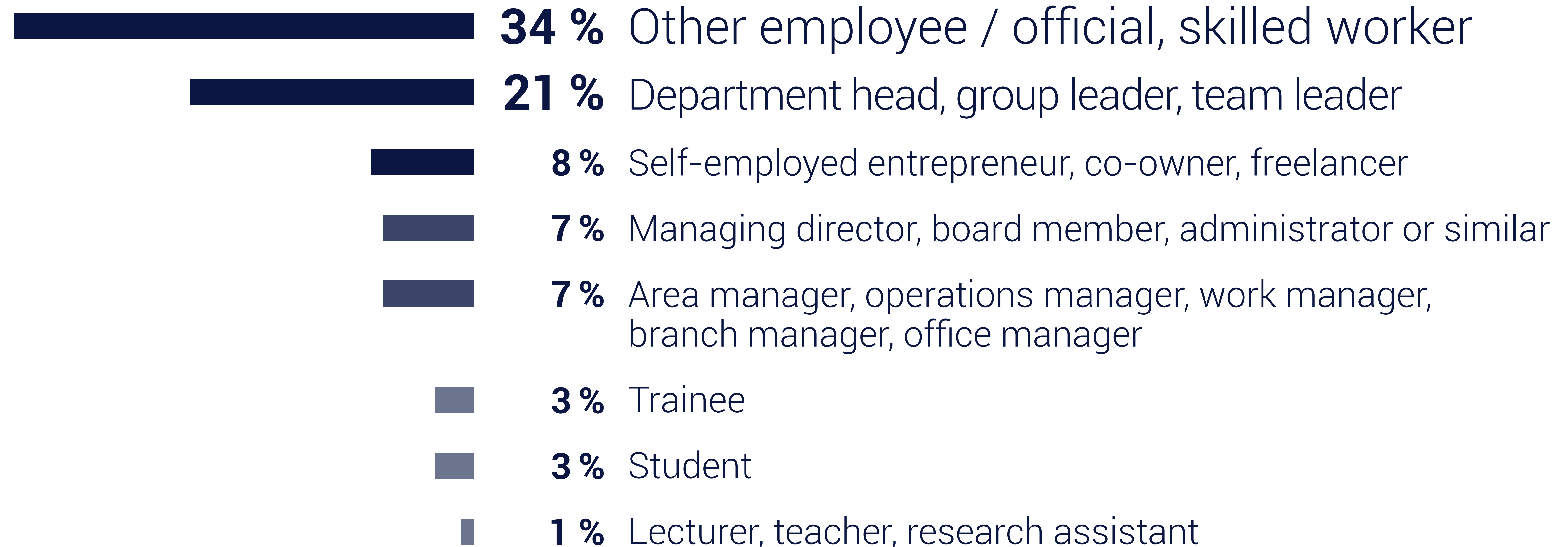


TOP BRANCHES OF INDUSTRY, VISITORS



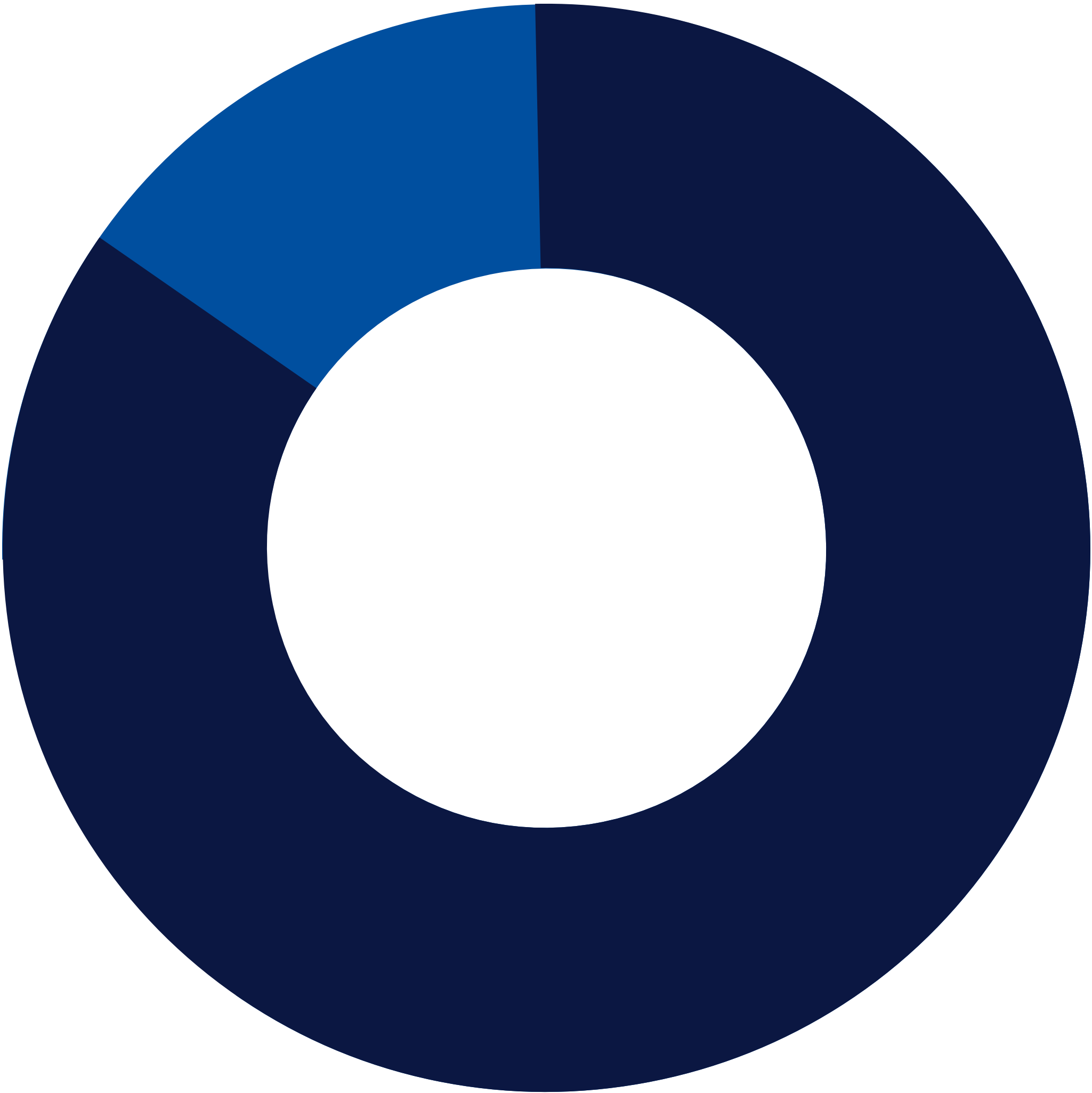
Multiple answers possible; extract

PROFESSIONAL STATUS OF VISITORS



Deviations from 100% possible due to rounding differences.

HIGH-CALIBRE VISITORS



82%

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

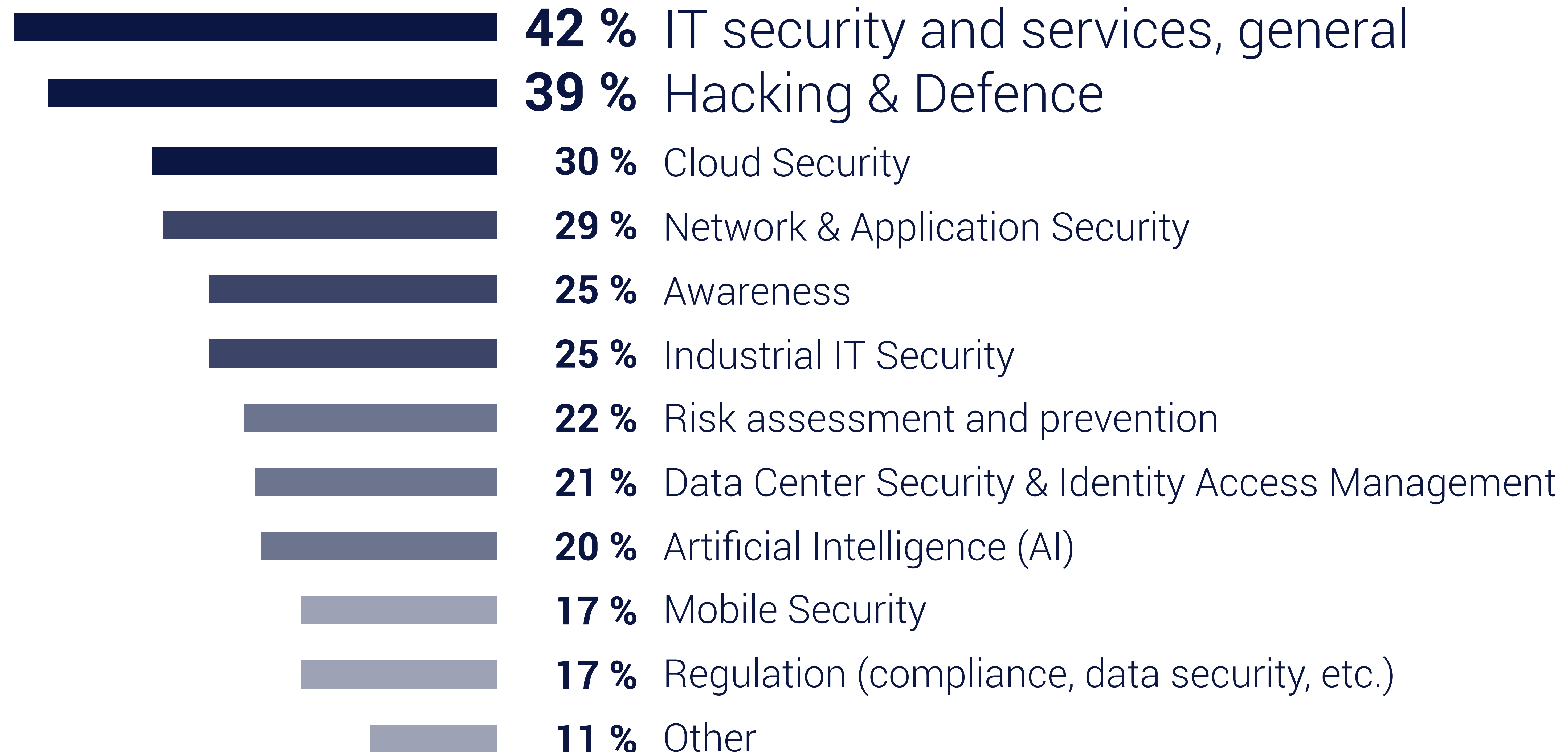


C-Level
absolute 2024 **3,320**



C-Level
absolute 2025 **3,815**

INTERESTS OF VISITORS



Multiple answers possible; extract

TOP MARKS FROM VISITORS



97 %

were satisfied with the
offering of the trade fair



96 %

had a high benefit
from visiting the
it-sa Expo&Congress 2025

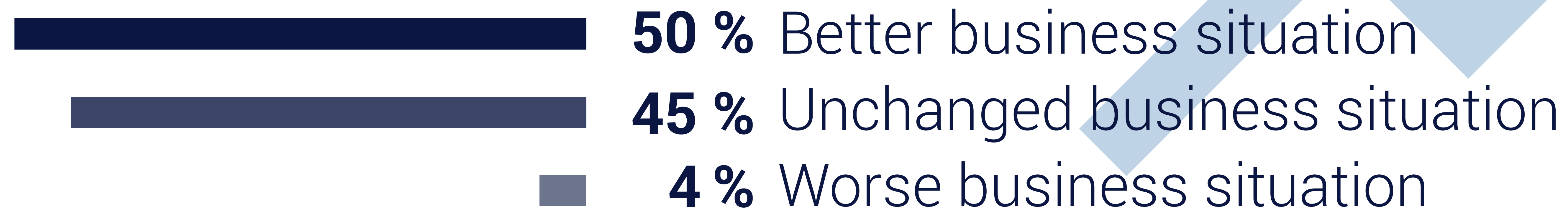


98 %

were satisfied with
their trade fair visit

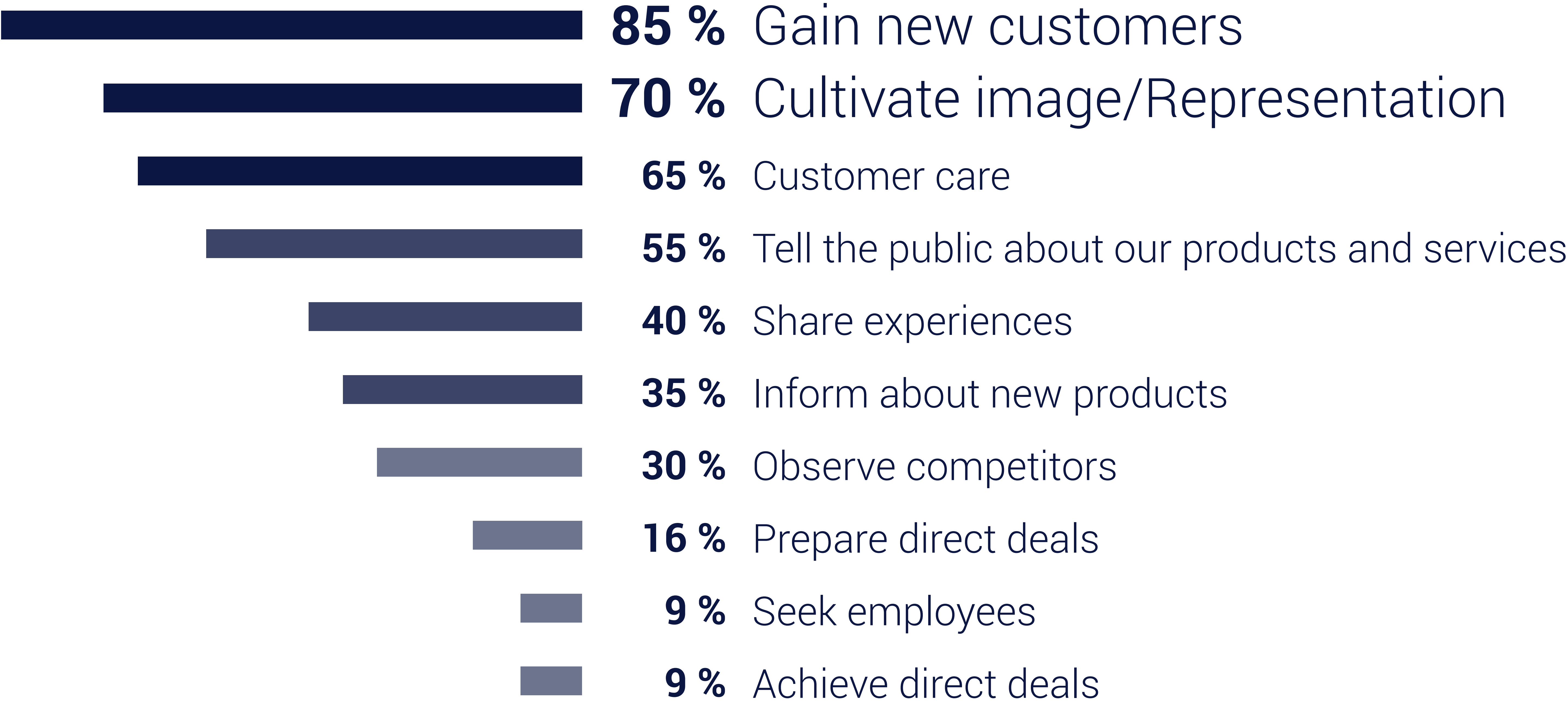
INDUSTRY BAROMETER

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

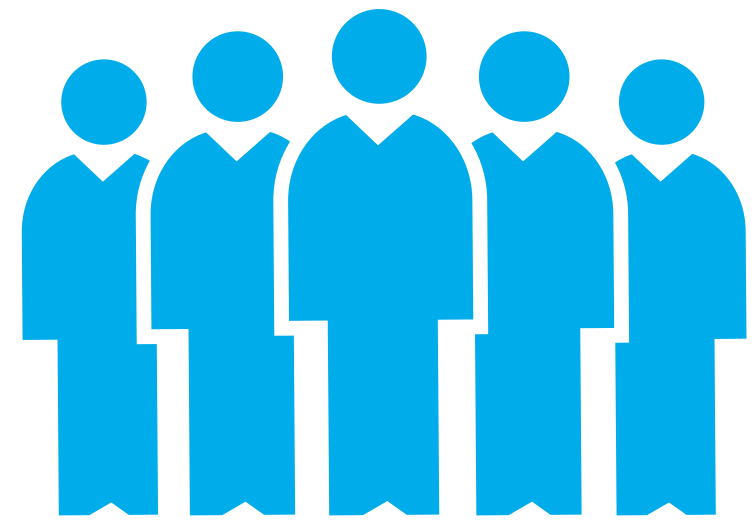


Deviations from 100% possible due to rounding differences.

EXHIBITOR OBJECTIVES



TOP MARKS FROM EXHIBITORS



98 %

reached their
most important
target groups during
it-sa Expo&Congress 2025



98 %

established new
business connections

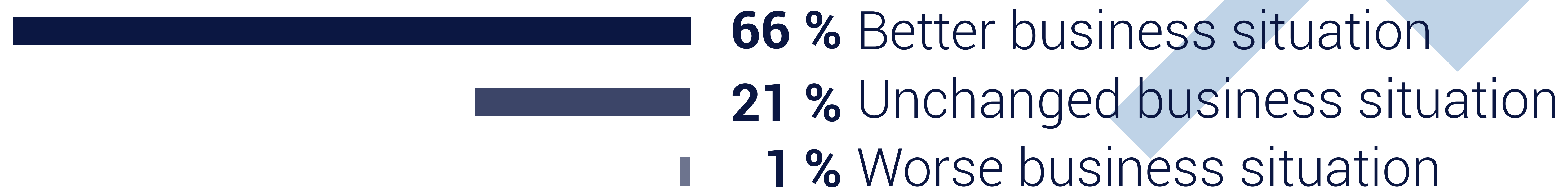


97 %

were satisfied
with their trade fair
participation



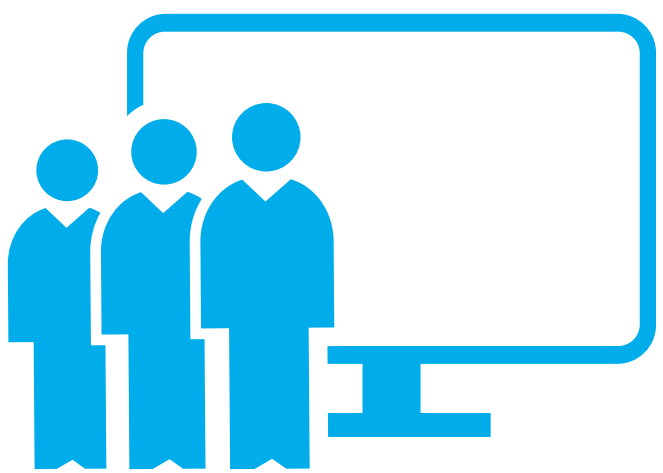
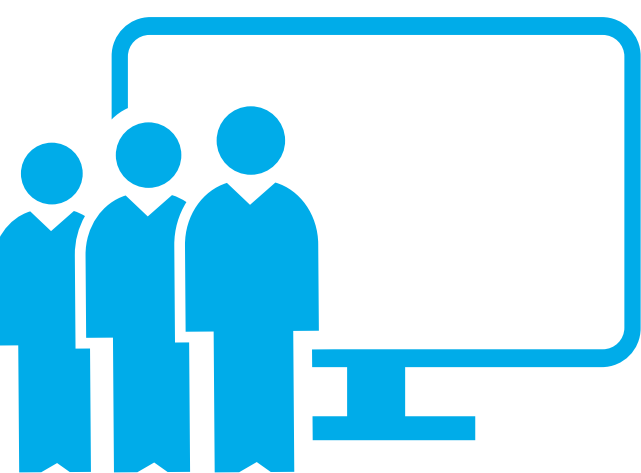
INDUSTRY BAROMETER

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



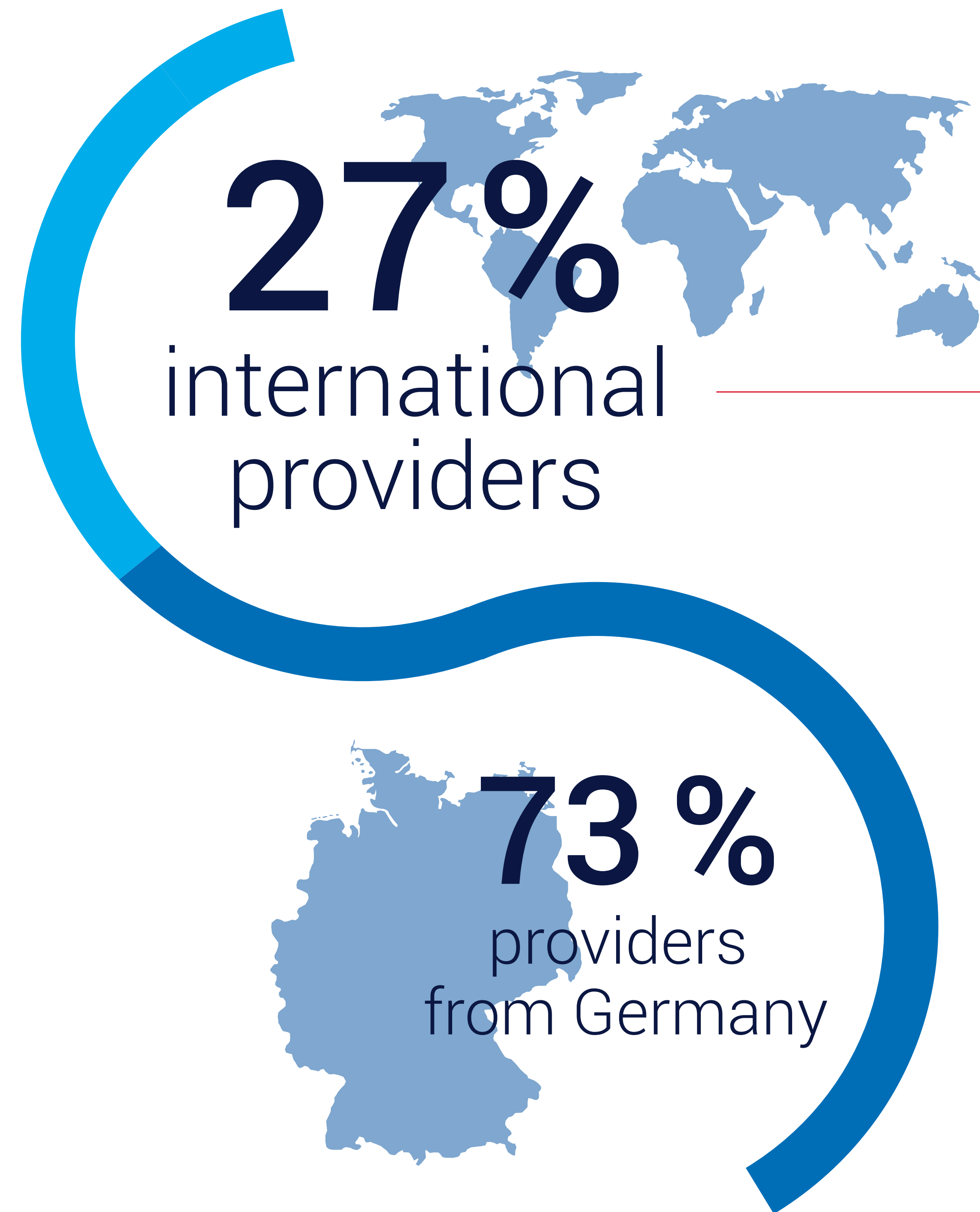
Deviations from 100% possible due to rounding differences.

IT-SA 365 SUCCESS FIGURES

	Providers	1,086
	Users * Active user only	16,432*
	Live participation in actions in 2025	4,800
	Ø Leads per Action	250

* Only active users after database update

PROVIDERS BY ORIGIN



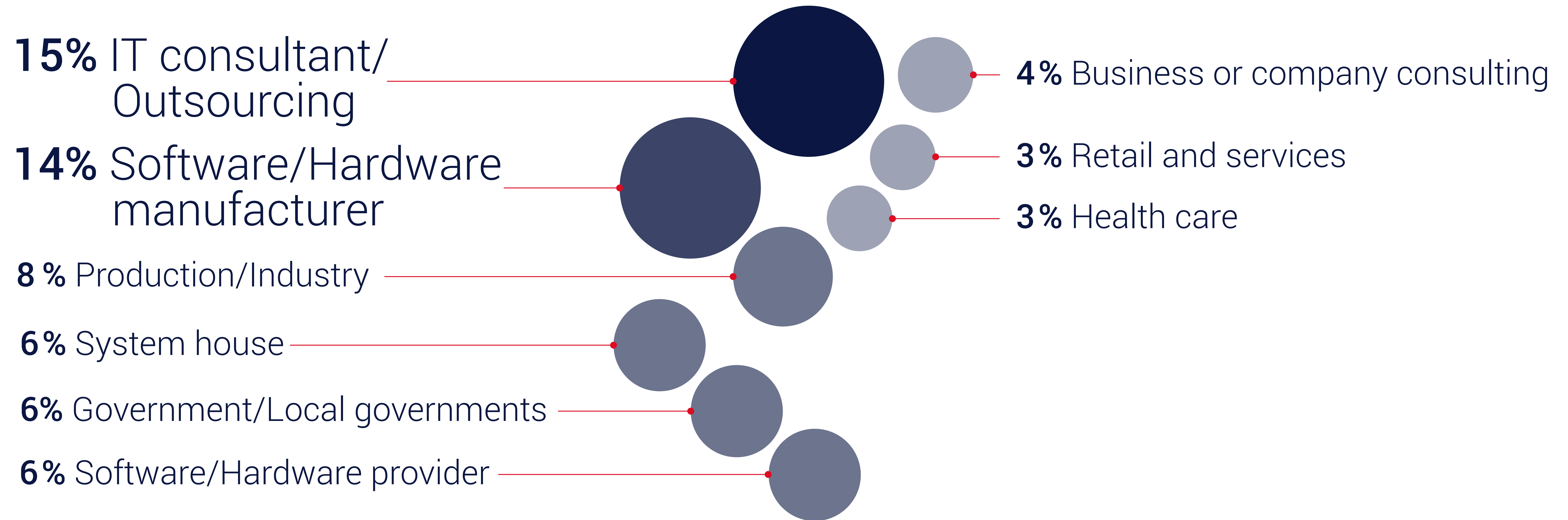
Top 5 international

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

Total number of countries: **29**

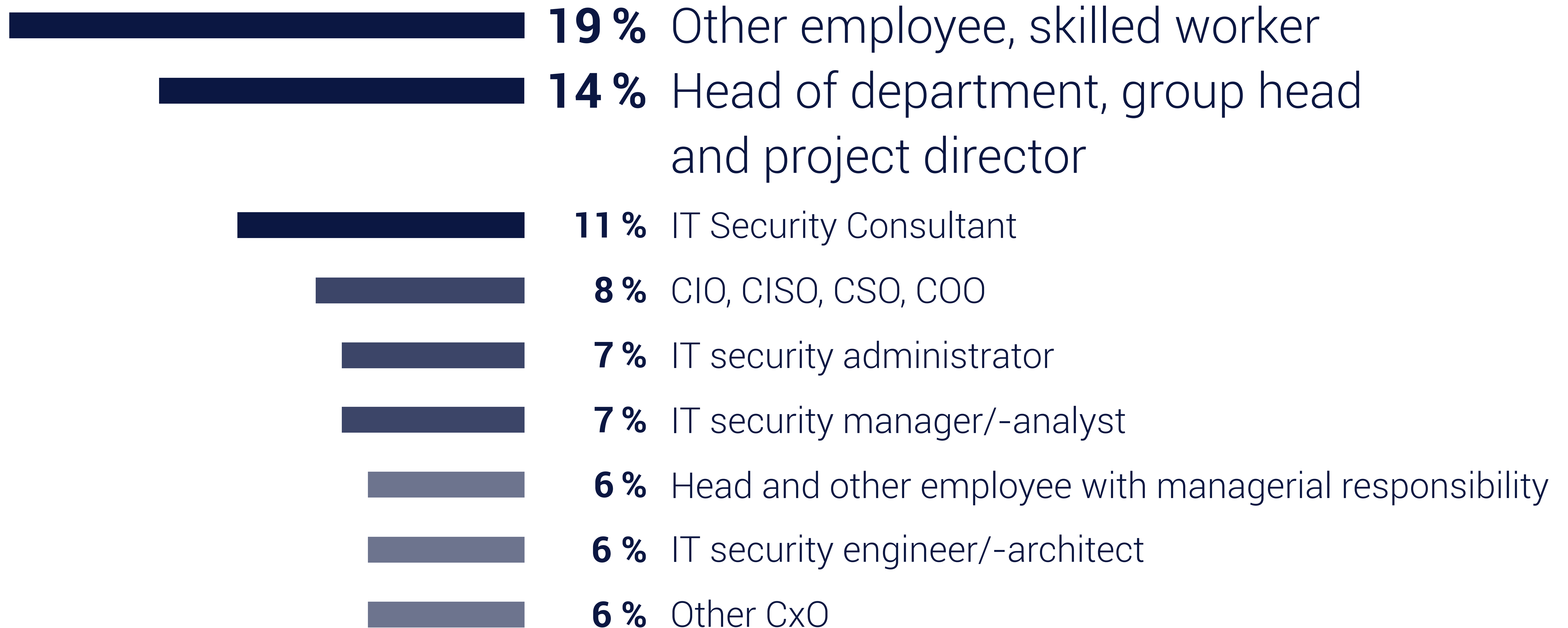
Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, USERS



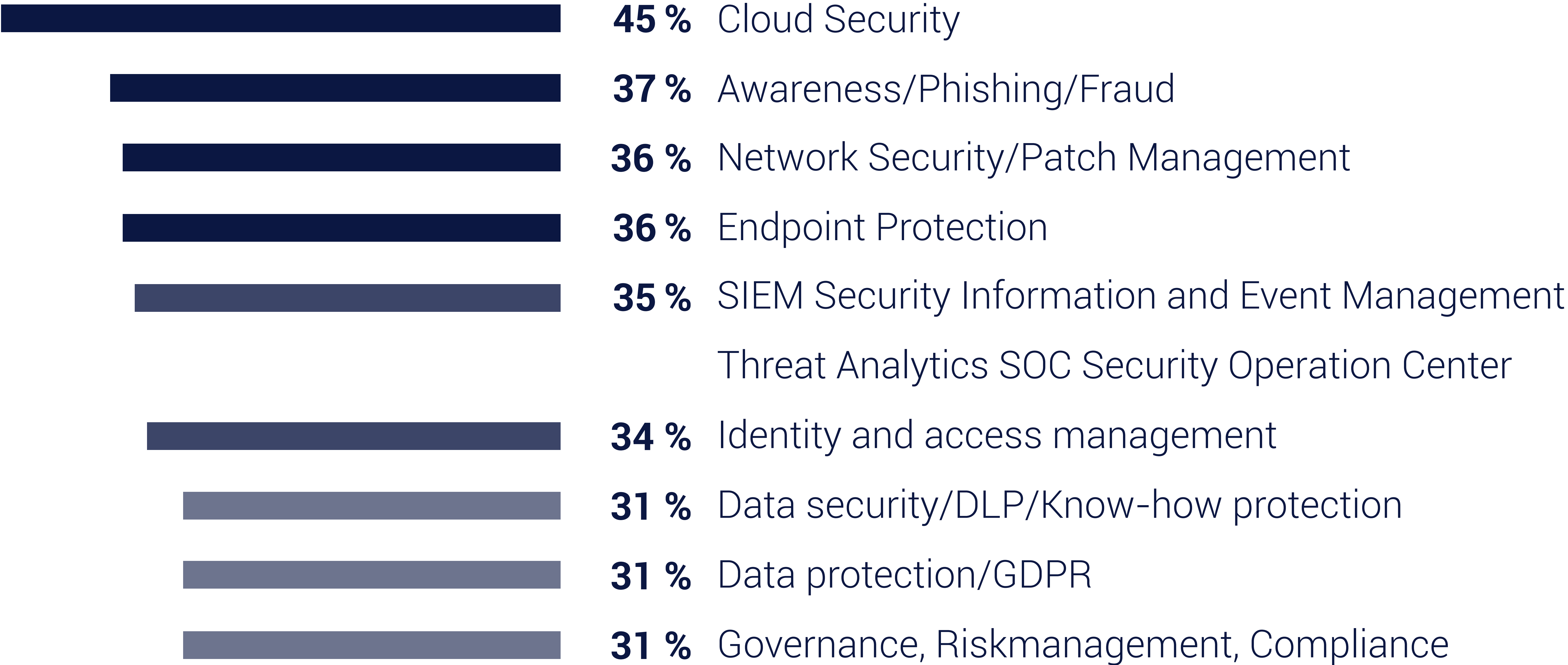
Deviations from 100% possible due to rounding differences.

PROFESSIONAL STATUS OF USERS



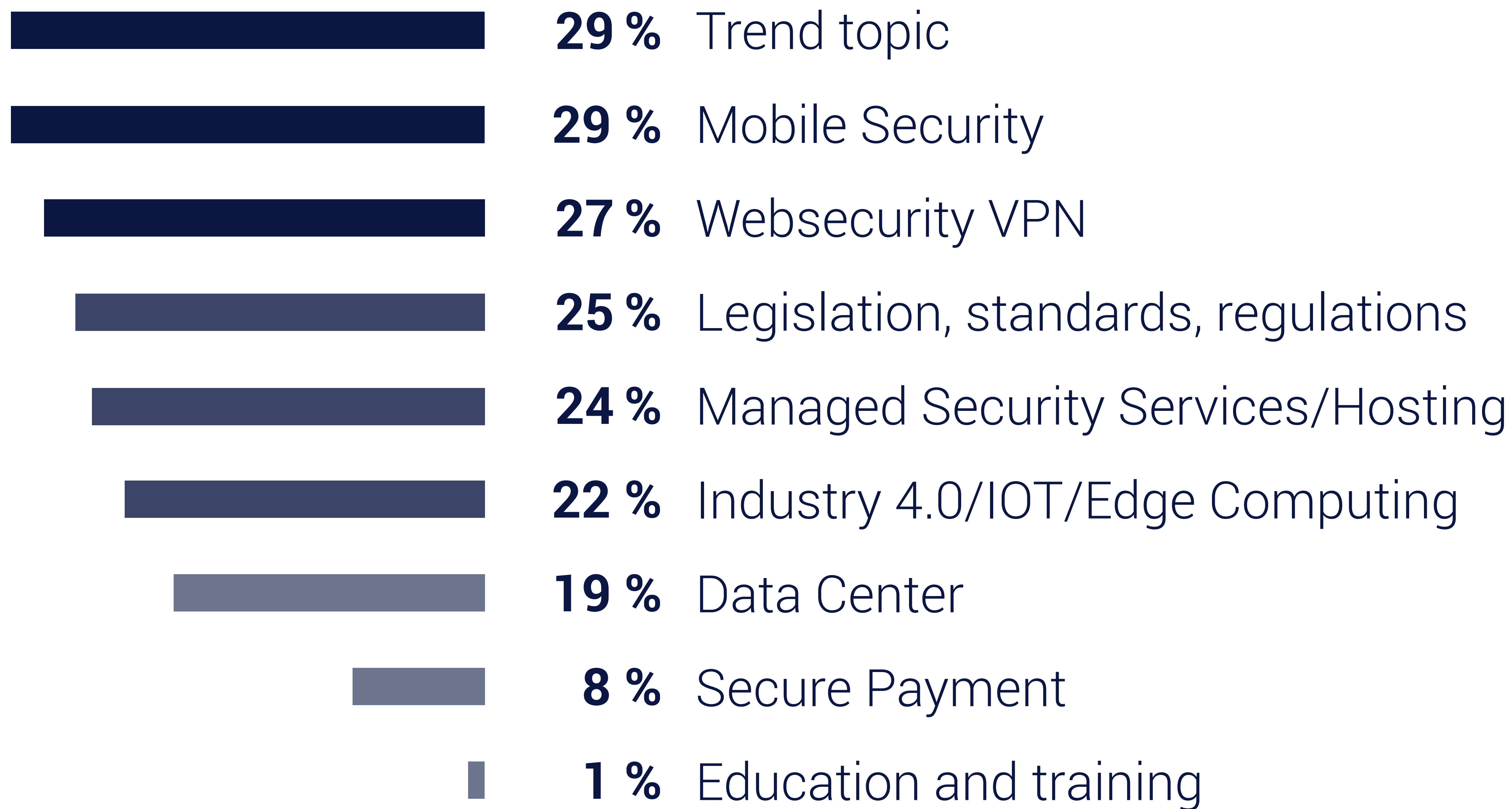
Deviations from 100% possible due to rounding differences.

INTERESTS OF USERS (1/2)



Multiple answers possible; extract

INTERESTS OF USERS (2/2)



Multiple answers possible; extract



November 2025, 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, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.