



HOME OF IT SECURITY

itsa365.de/en

EVENT ANALYSIS/ STATUS REPORT 2025

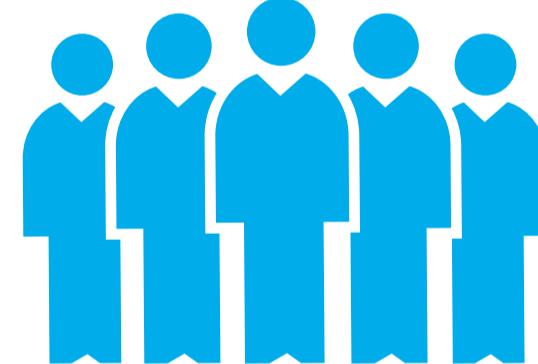
IT-SA SUCCESS FIGURES (1/2)

IT-SA EXPO&CONGRESS



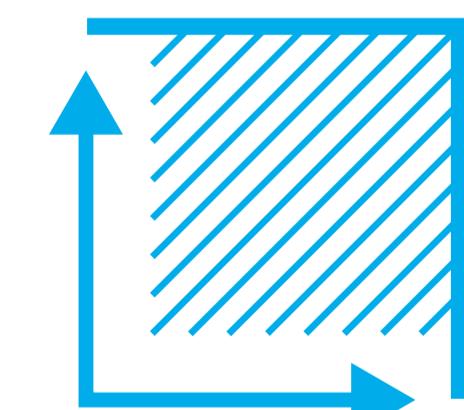
Exhibitors

993



Visitors

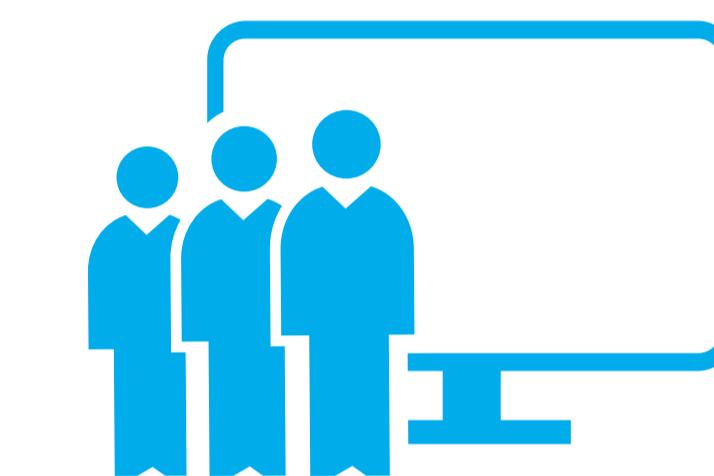
28,267



Exhibition area
(net)

23,135 m²

IT-SA 365

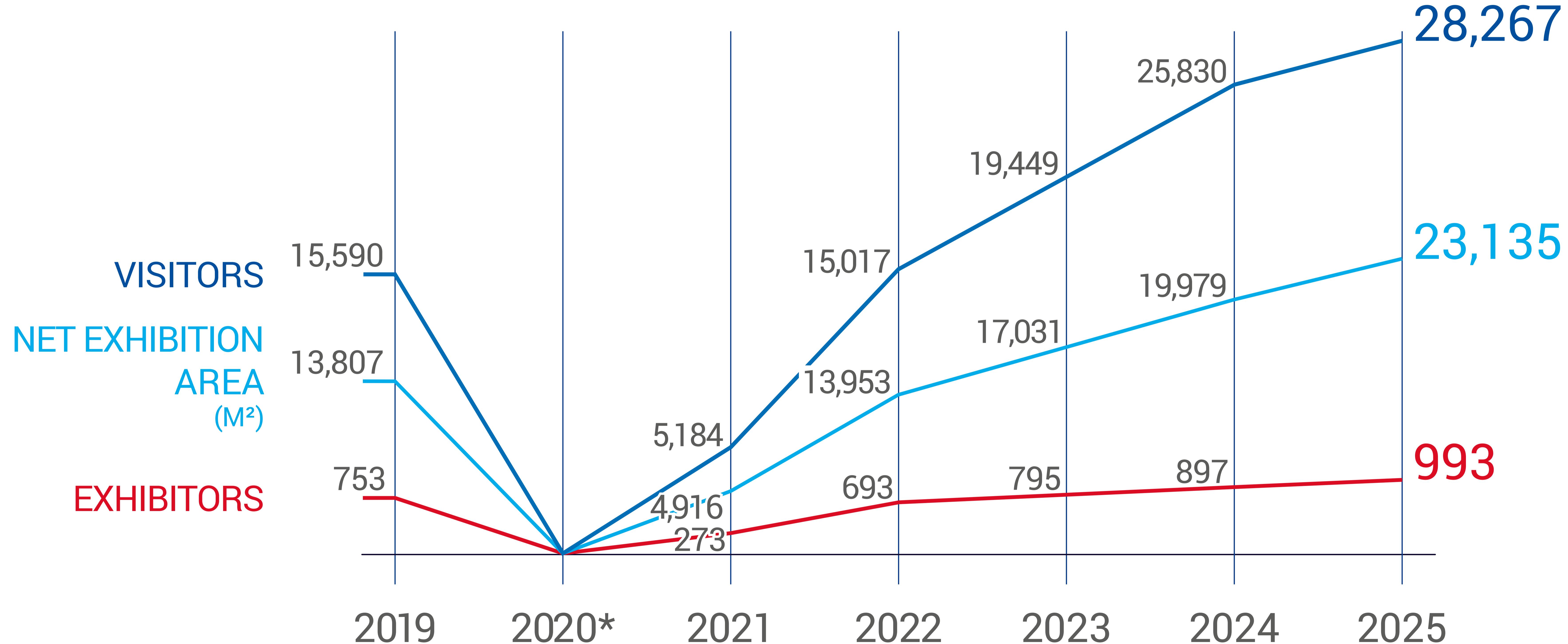


Digital participants
during
it-sa Expo&Congress

2,280

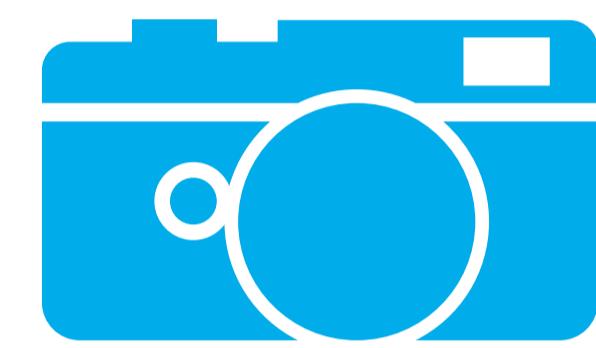
The it-sa 365 community had access to **8 exclusive hybrid sessions** during the trade fair as part of the **it-sa@home stream**. These sessions included interviews, live Q&A, and the streaming of selected forum presentations. All content is also available on-demand.

IT-SA SUCCESS FIGURES (2/2)



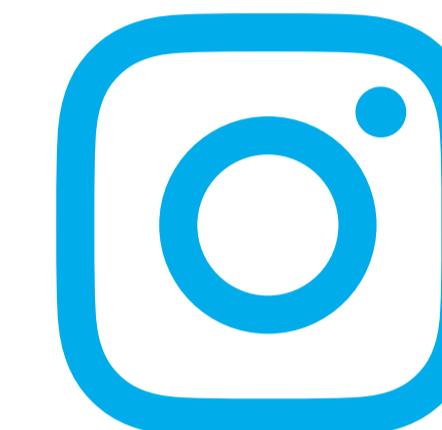
*Cancelled due to pandemic

MEDIA/REACH



173

Accredited media
representatives
from 5 countries



909

Followers



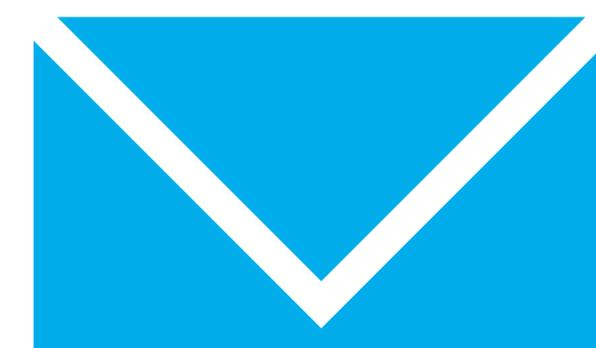
29

Media partners



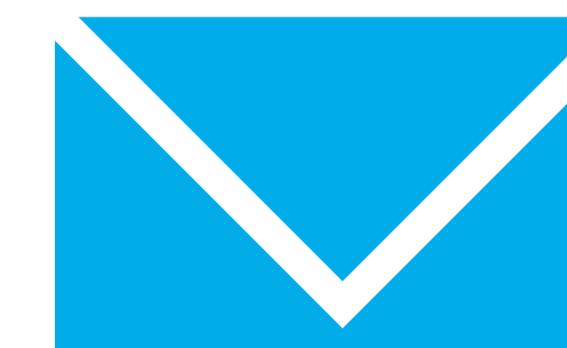
15,735

Followers



40,376

Recipients of visitor
emails



22,900

Newsletter
Subscribers

As at October 2025

VISITORS BY ORIGIN



Total number of countries: 65

Top 5 International

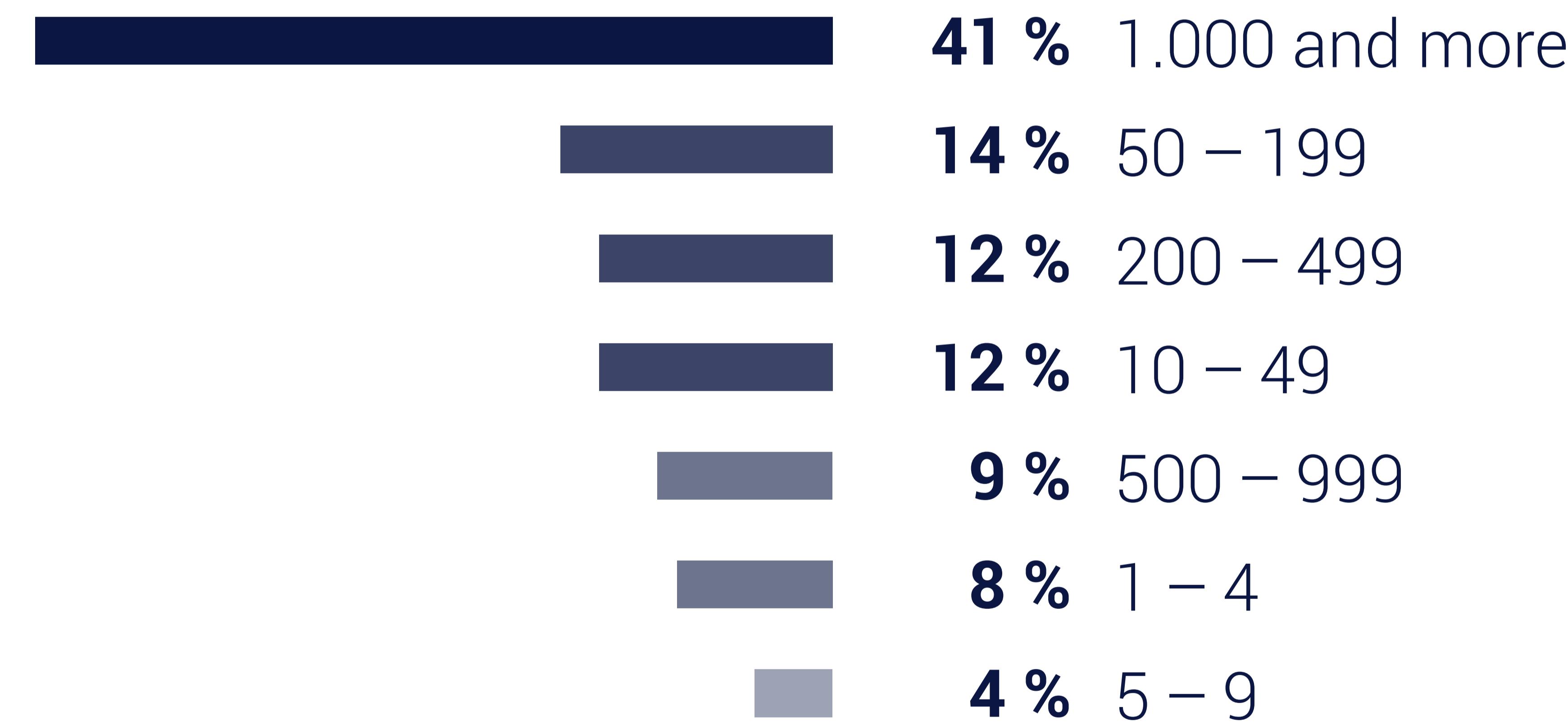
- 1 Austria
- 2 Switzerland
- 3 Great Britain and Northern Ireland
- 4 Netherlands
- 5 Czech Republic

Breakdown within Germany

North/West	East	South
27 %	9 %	63 %

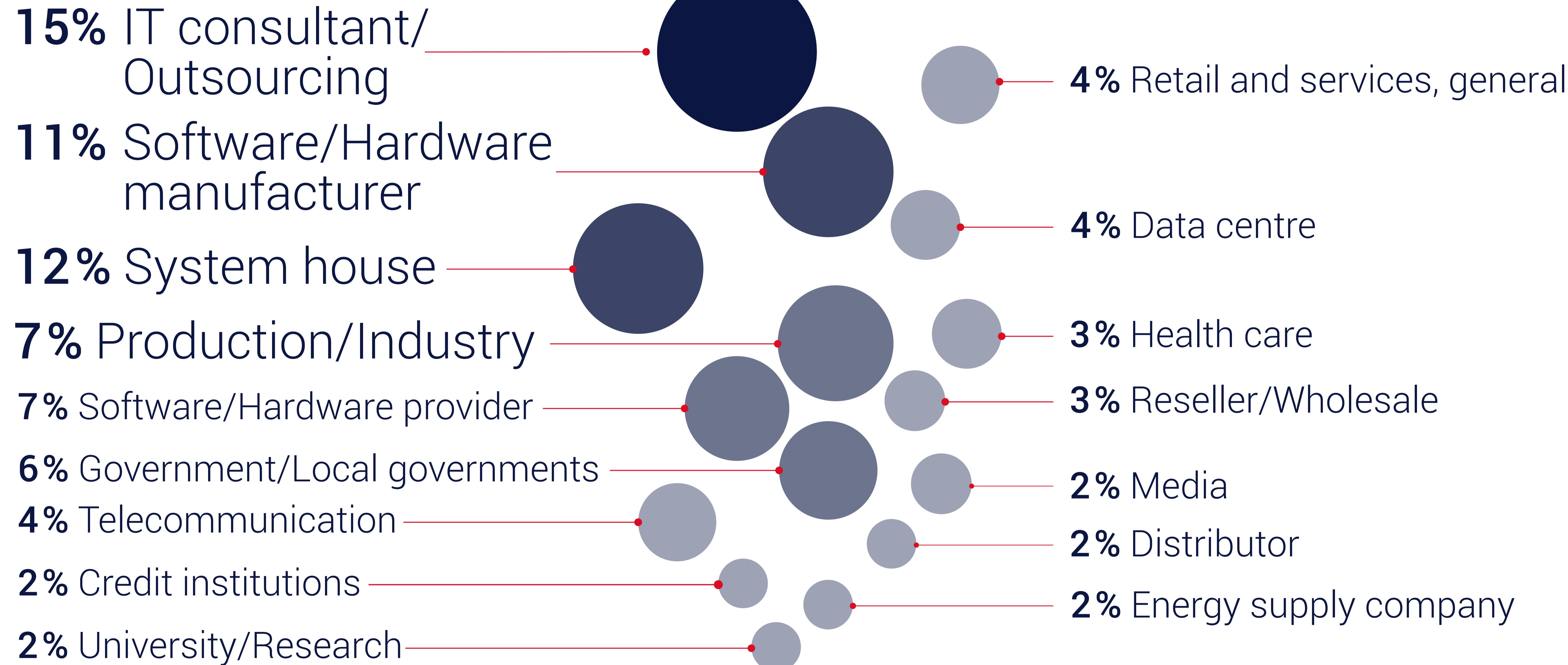
Deviations from 100% possible due to rounding differences.

VISITORS: SIZE OF COMPANY NUMBER OF EMPLOYEES



Multiple answers possible; extract

TOP BRANCHES OF INDUSTRY, VISITORS



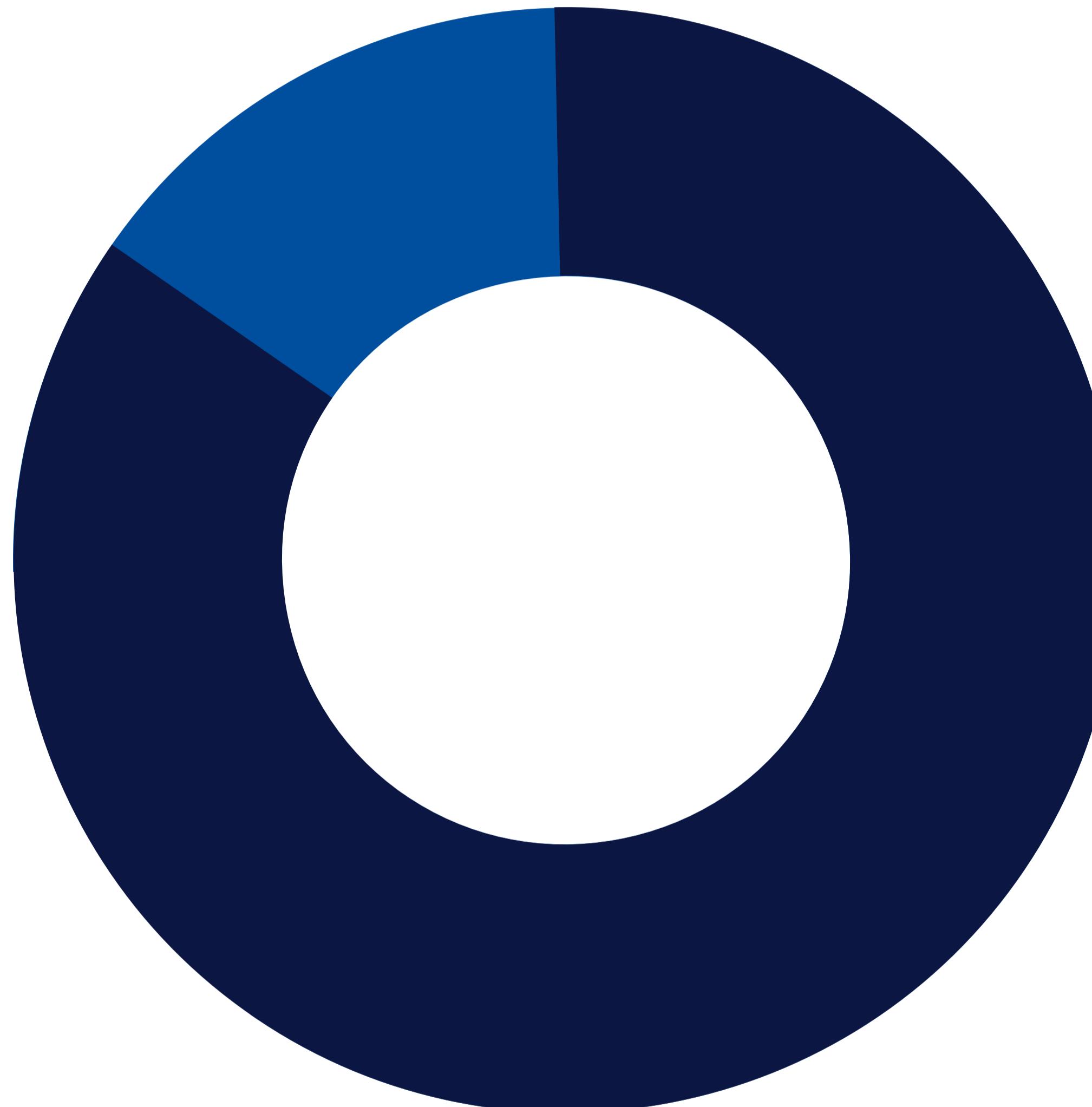
Multiple answers possible; extract

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.

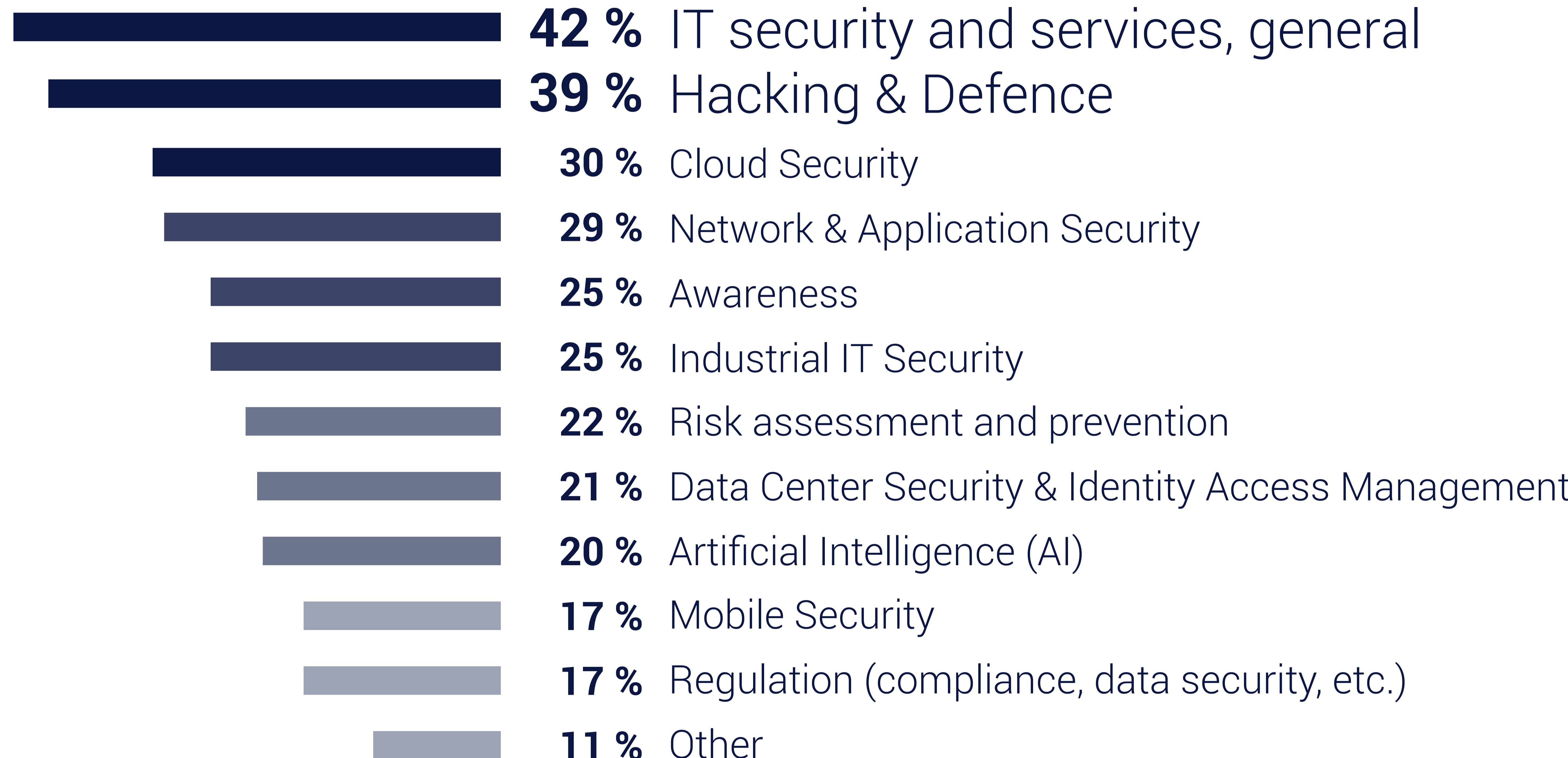


C-Level
absolute 2024 **3,320**



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

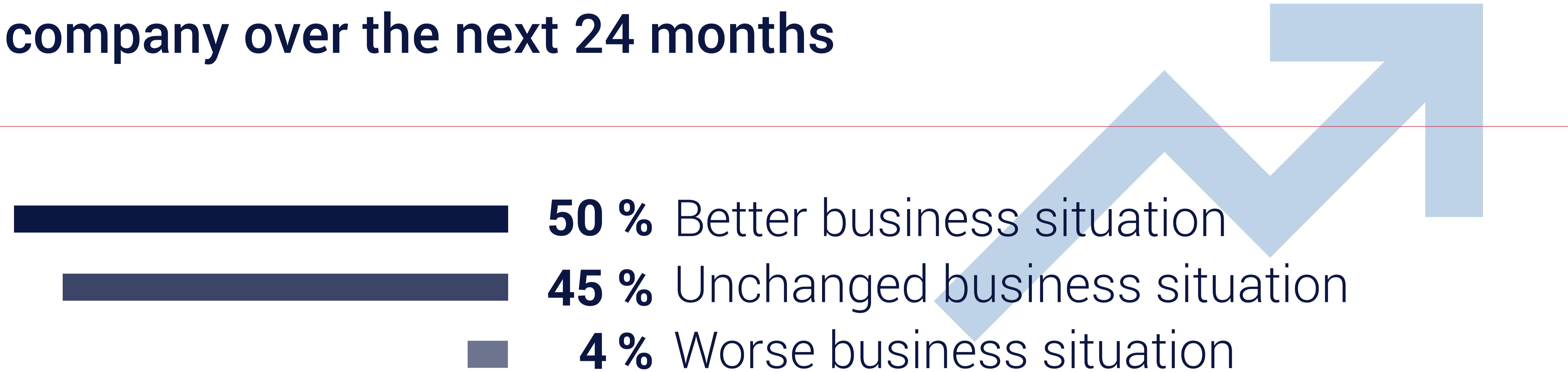


98 %

were satisfied with their trade fair visit

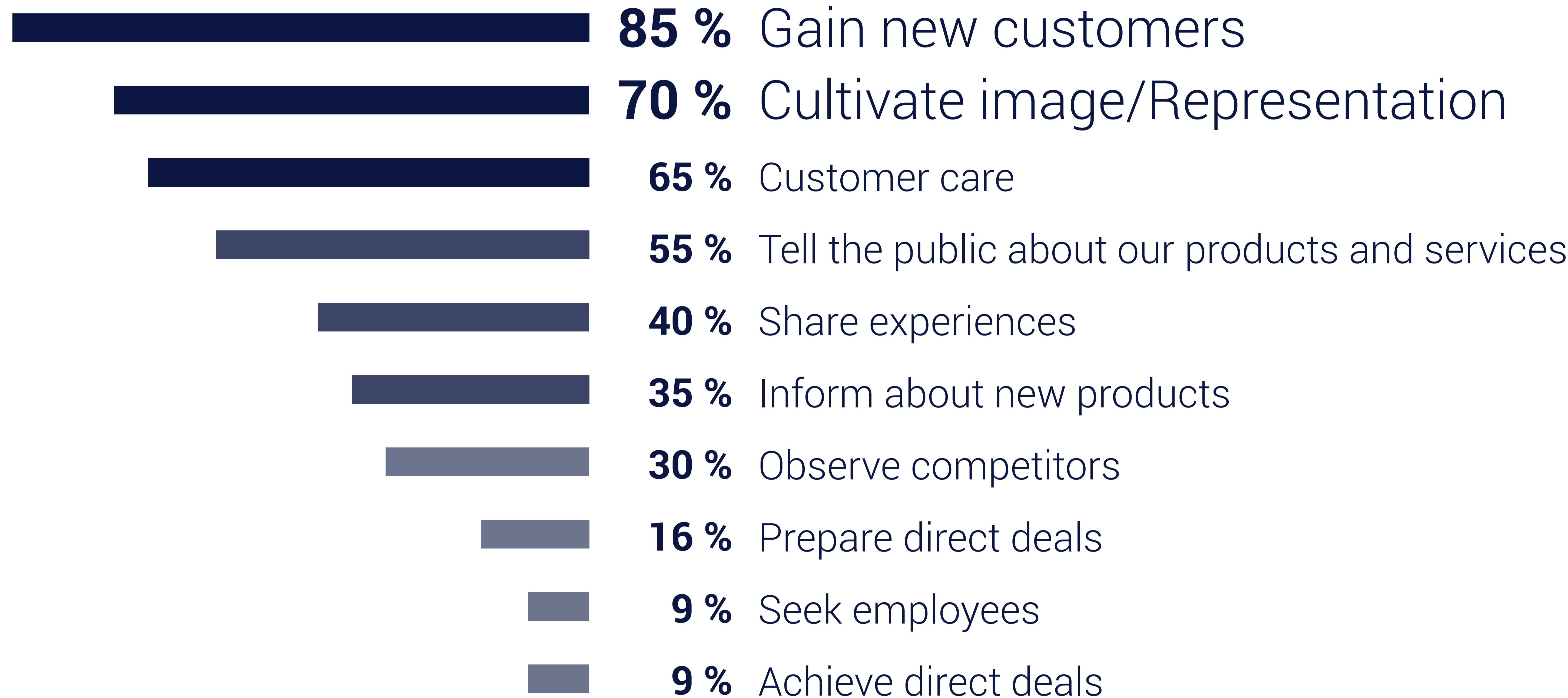
INDUSTRY BAROMETER

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



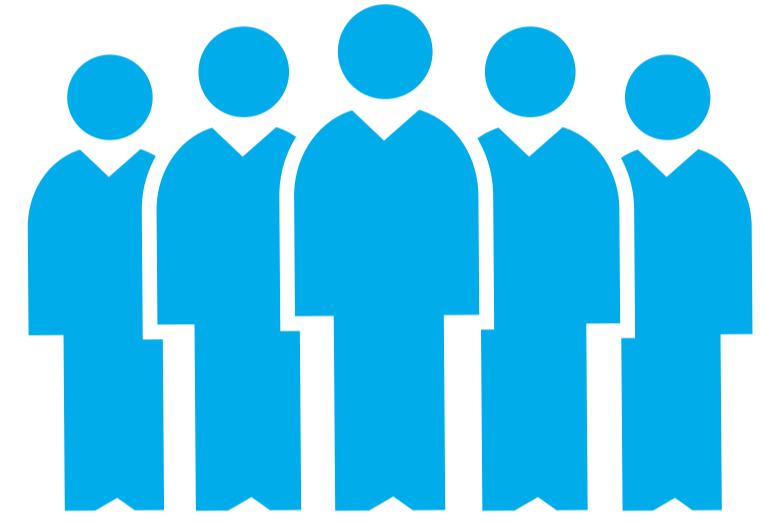
Deviations from 100% possible due to rounding differences.

EXHIBITOR OBJECTIVES



Multiple answers possible; extract

TOP MARKS FROM EXHIBITORS



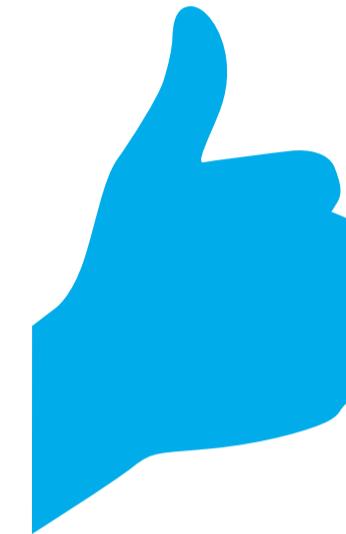
98 %

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



98 %

established new
business connections

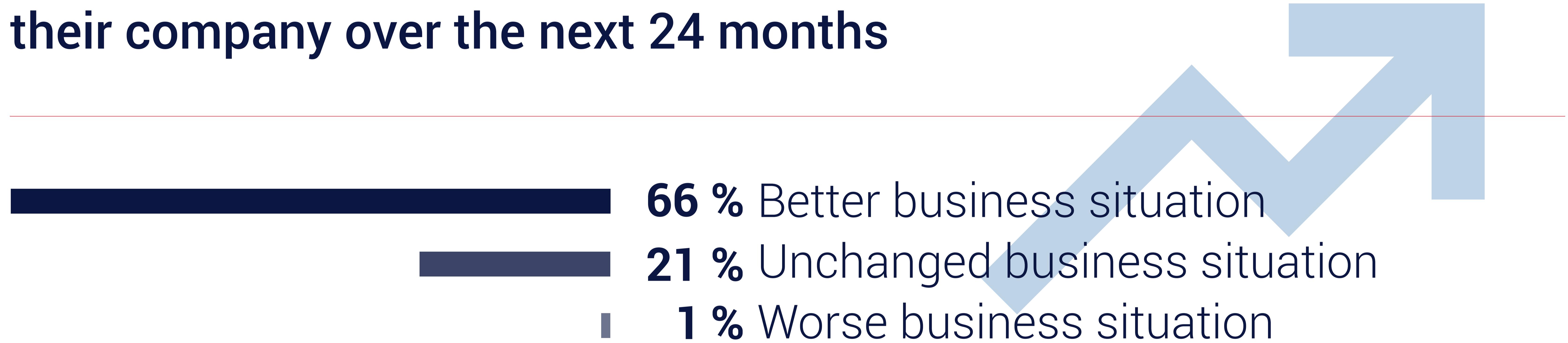


97 %

were satisfied
with their trade fair
participation

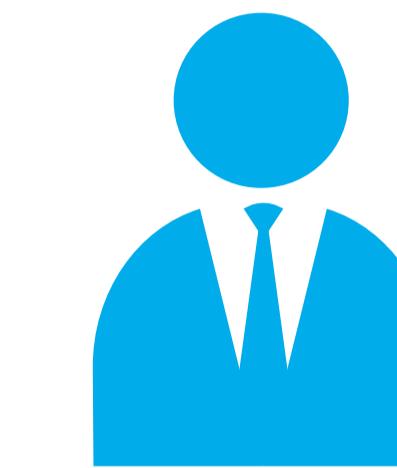
INDUSTRY BAROMETER

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



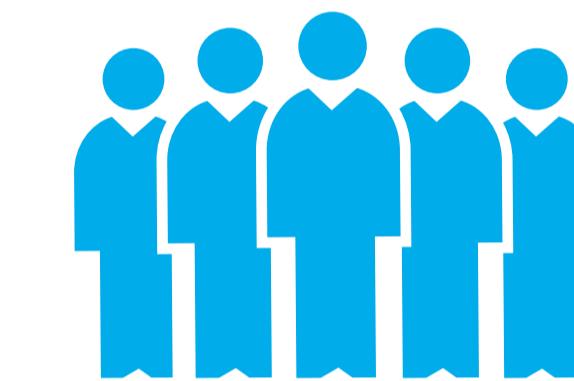
Deviations from 100% possible due to rounding differences.

IT-SA 365 SUCCESS FIGURES



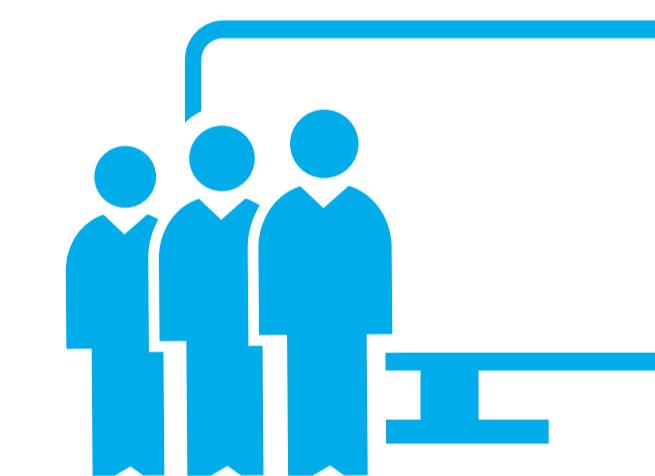
Providers

1,086



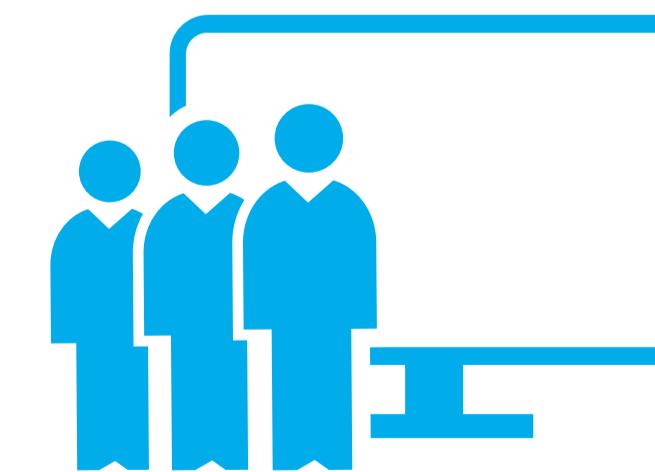
Users * Active user only

16,432*



Live participation
in actions in 2025

4,800



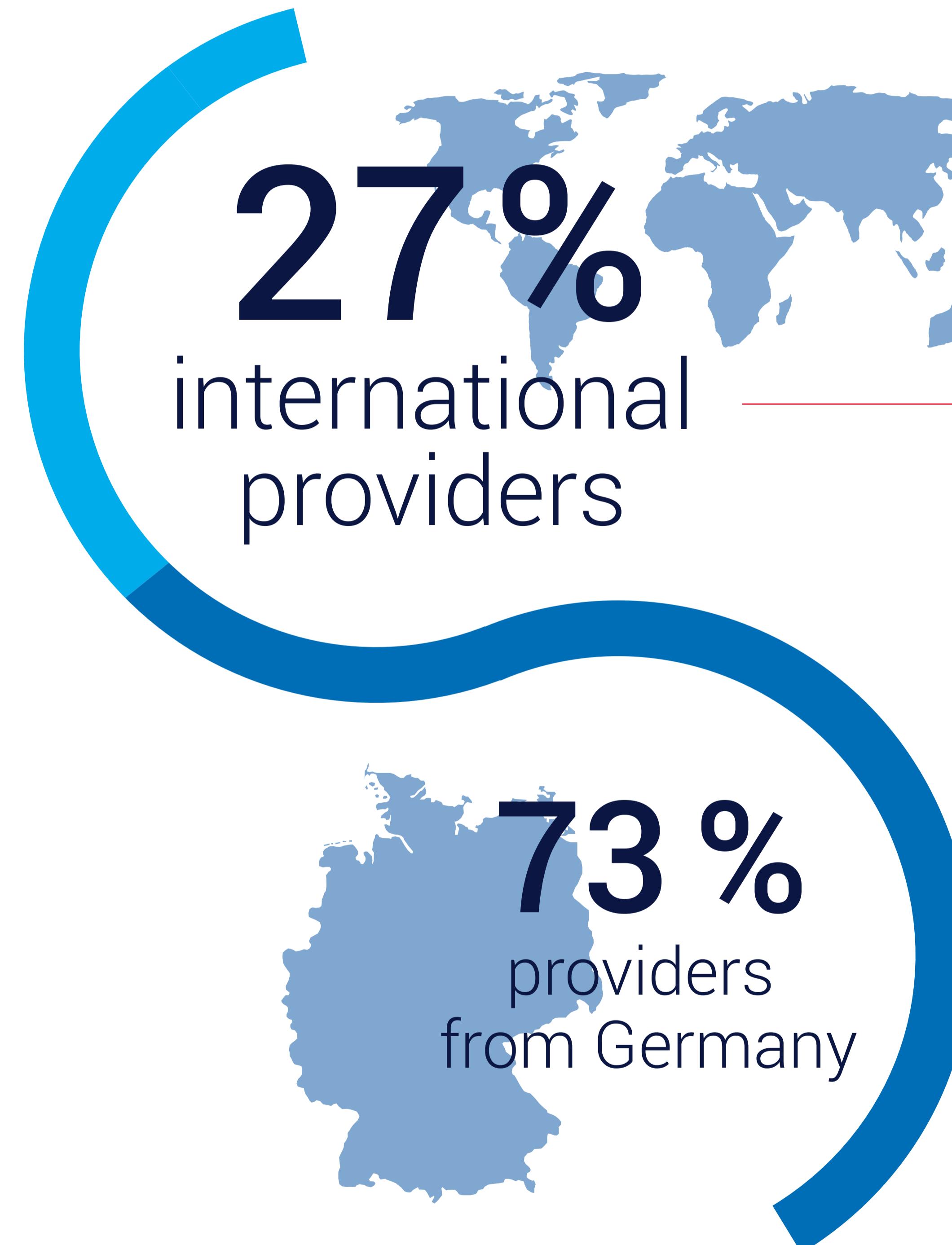
Ø Leads per Action

250

* Only active users after database update

As at October 2025

PROVIDERS BY ORIGIN



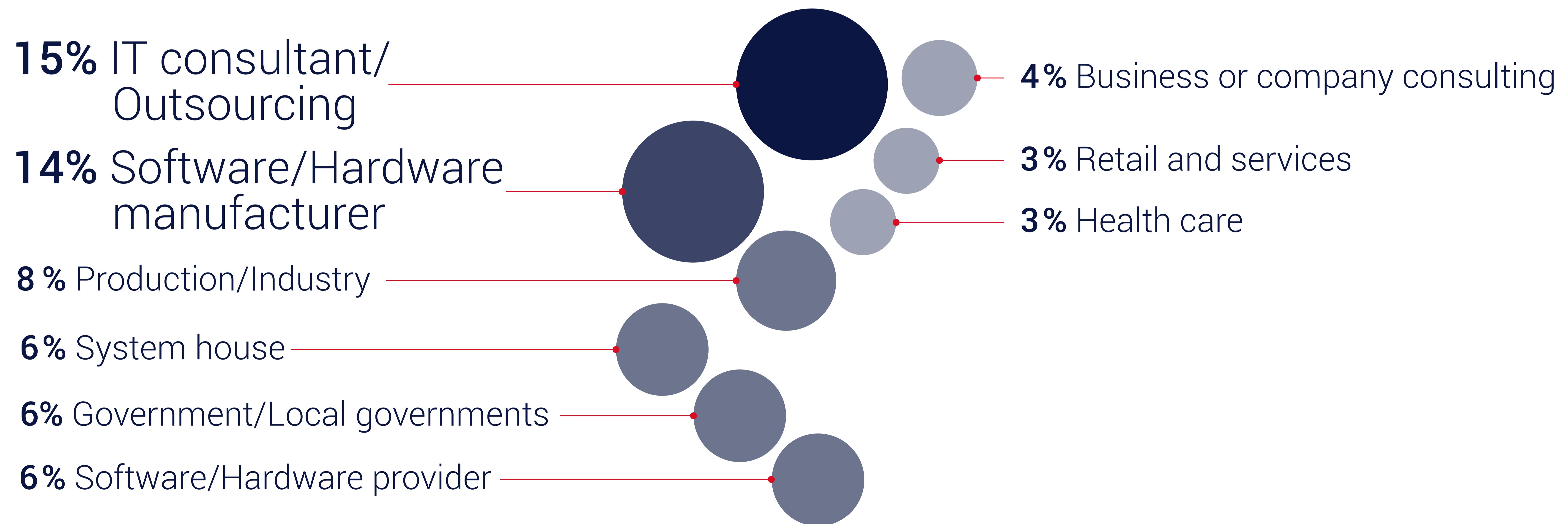
Top 5 international

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

Total number of countries: 29

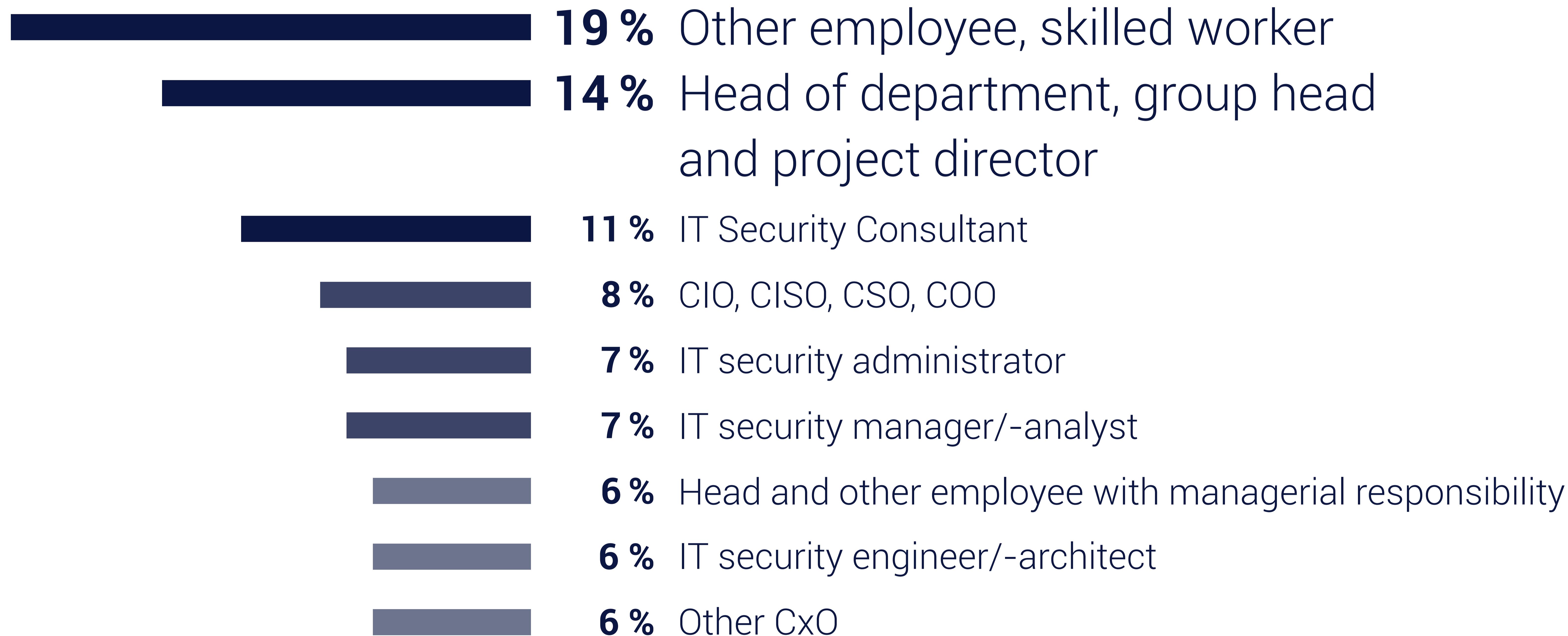
Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, USERS



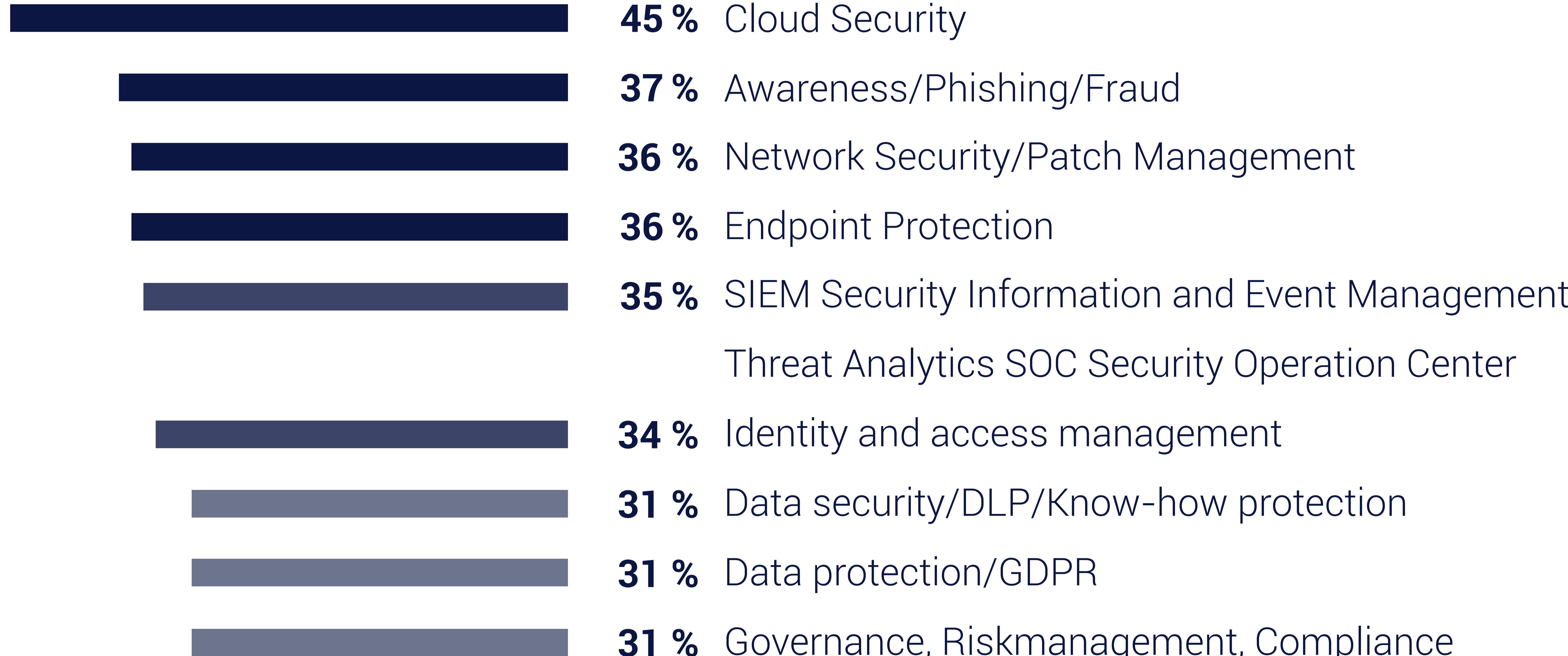
Deviations from 100% possible due to rounding differences.

PROFESSIONAL STATUS OF USERS



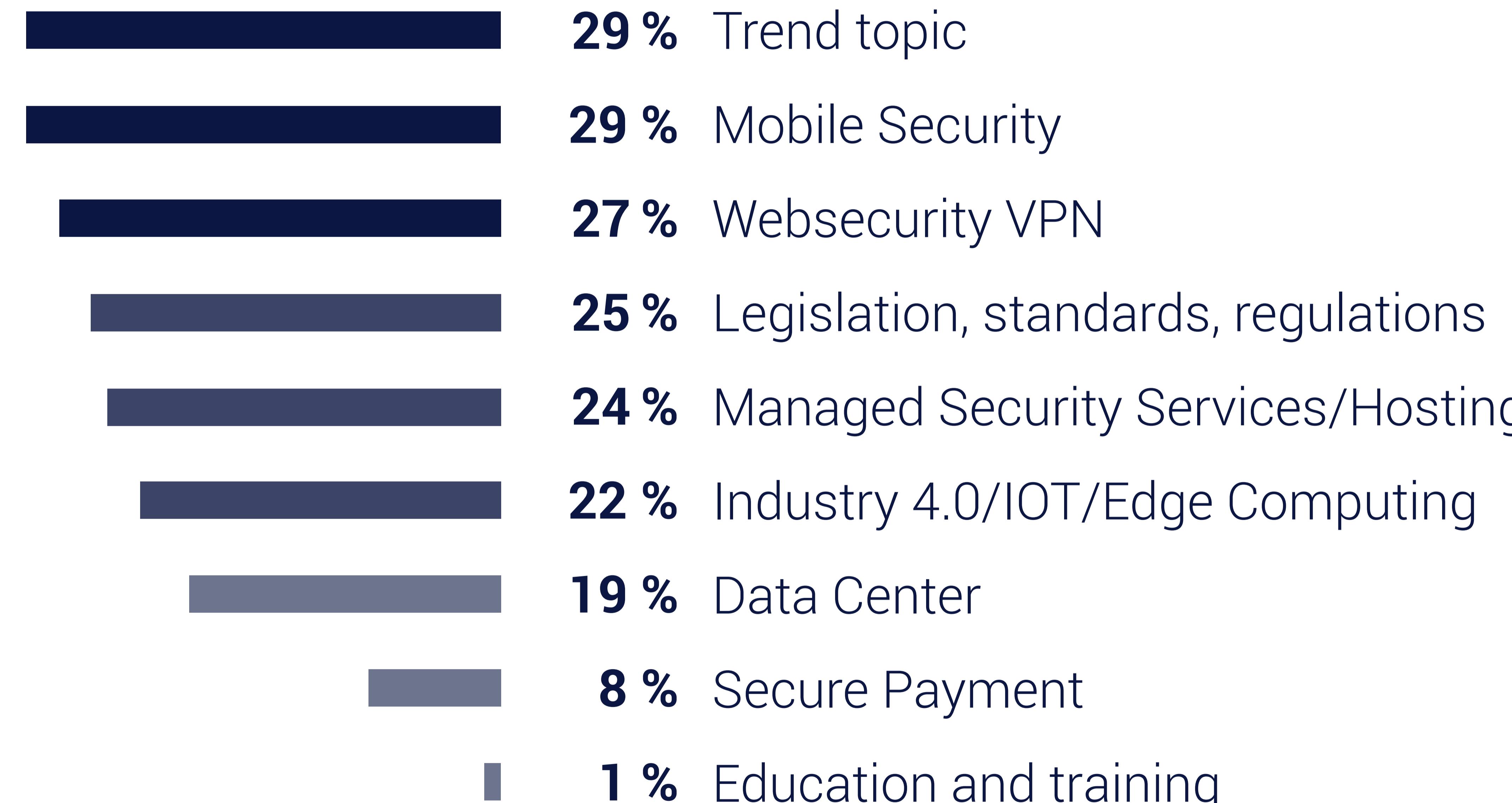
Deviations from 100% possible due to rounding differences.

INTERESTS OF USERS (1/2)



Multiple answers possible; extract

INTERESTS OF USERS (2/2)



Multiple answers possible; extract



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.

November 2025, NürnbergMesse GmbH
Deviations from 100% possible due to
rounding differences