



VISION

Exhibition analysis 2022





Statistics

379 (296) exhibitors from 36 countries presented their products and services on almost 10,000 sqm (8,200 sqm) exhibition area at VISION 2022. **6,505** (5,409*) visitors from **65** countries worldwide visited VISION in Stuttgart.

6,505 Visitors*

379 Exhibitors

9,971 sqm Net Exhibition Area

(Results of the previous event in 2021 in brackets)

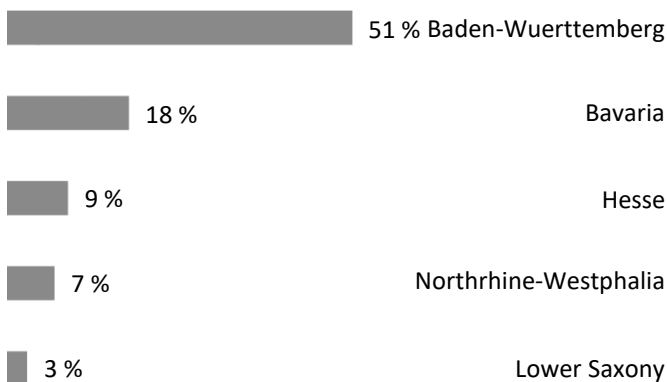
* Without visitors of side events Motek und hy-fcell

Origin of Visitors

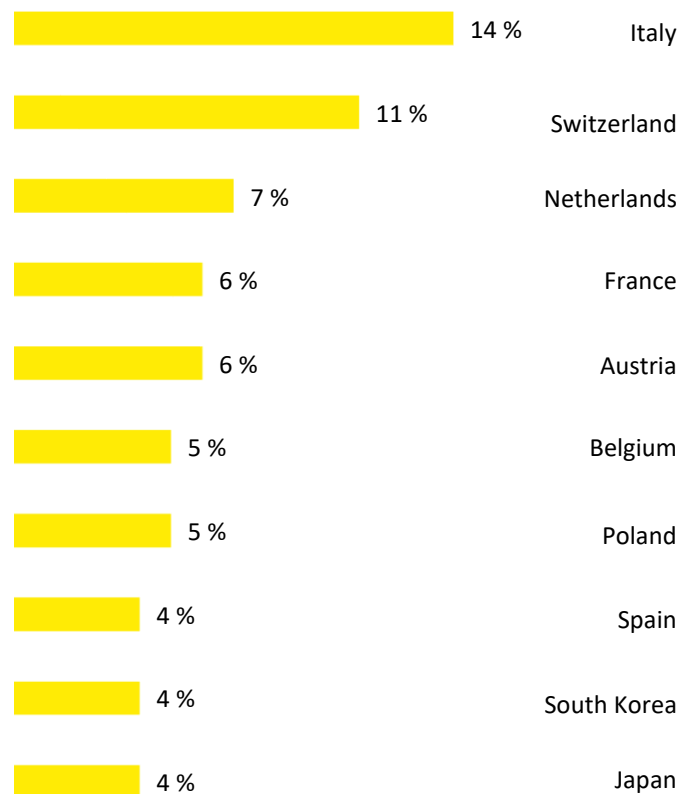
Internationality*



TOP 5 Origin of German visitors per federal state



TOP 10 - Origin of international visitors*

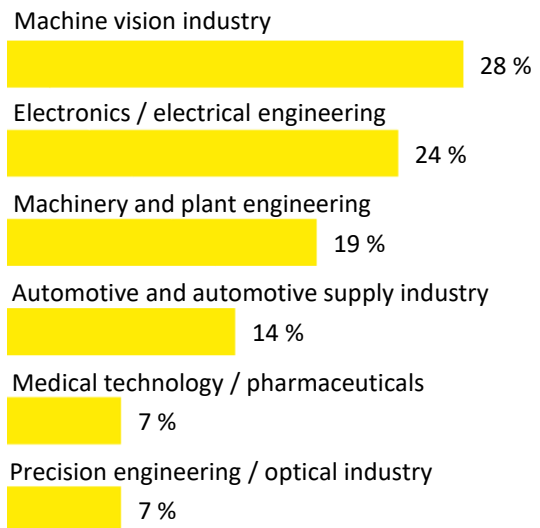


* According to visitor registration VISION 2022



Visitor survey – TOP 5 industry sectors*

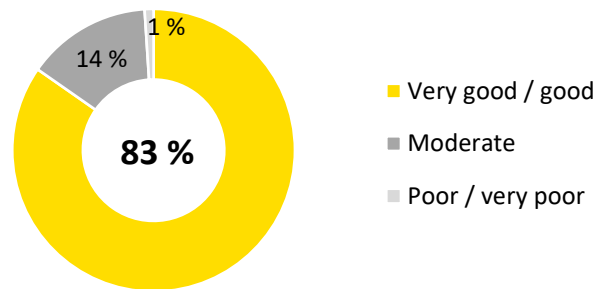
Machine vision is the biggest industry sector present at VISION. Almost one third of all visitors are employed there. Further visitors were from the electronics / electrical engineering industry, the machinery and plant engineering industry and the automotive sector.



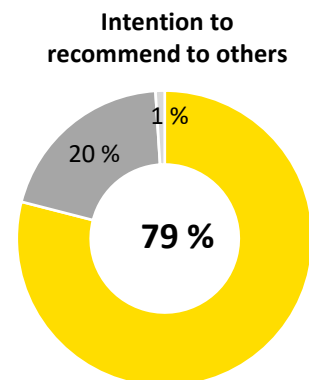
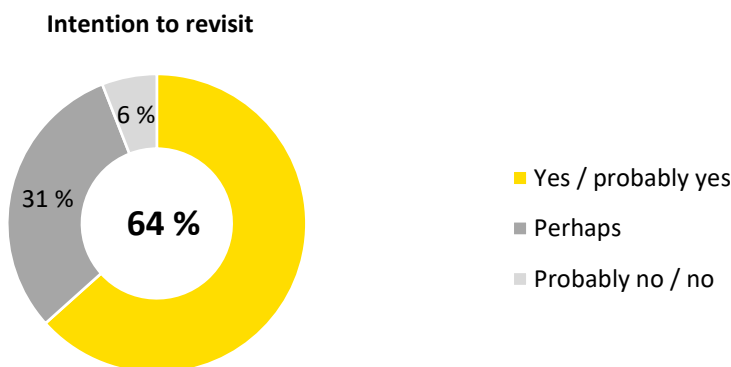
* Multiple choice

Visitor survey – General assessment

83 % of the visitors overall rated VISION with a very good or good grade.



Visitor survey – Intention to revisit and recommendation VISION to others





Visitor survey – Interest in the offer*

Visitors of VISION are especially interested in components for machine vision. Turn-key machine vision systems are interesting for more than one third of the visitors.

Components for machine vision



Turn-key machine vision systems



Services for machine vision



* Multiple choice

Visitor survey – Decision making authority *

80 % of the visitors are involved in the purchasing or procurement decision making.

Decisive



Jointly decisive



Consultative



Not involved



* Difference to 100 % = pupil, student, other not working

Visitor survey – TOP 5 Objectives for visiting VISION 2022*

Beside information on new products and innovations visitors mainly want a general market orientation as well as an exchange of experience / information.

Information on new products and innovations



General market orientation



Further education / increasing knowledge



Exchange of experiences / information



Making new business contacts



* Multiple choice



Exhibitor survey – Product range of exhibiting companies

The following products and service were presented at VISION 2022:*

Components for machine vision



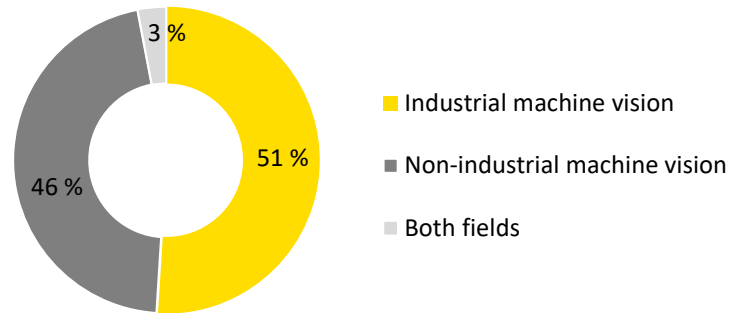
Services for machine vision



Turn-key machine vision systems



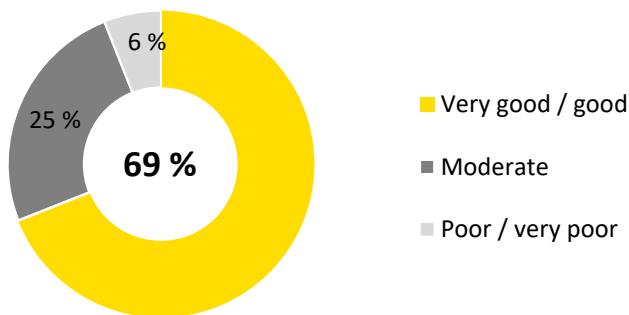
Products and services for...



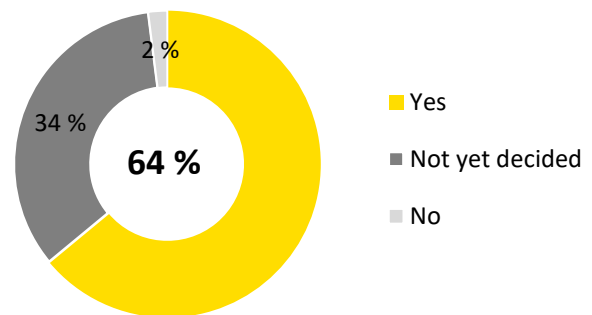
* Multiple choice

Exhibitor survey – Overall assessment & Intention to exhibit again

Overall assessment of VISION 2022 by the exhibitors:

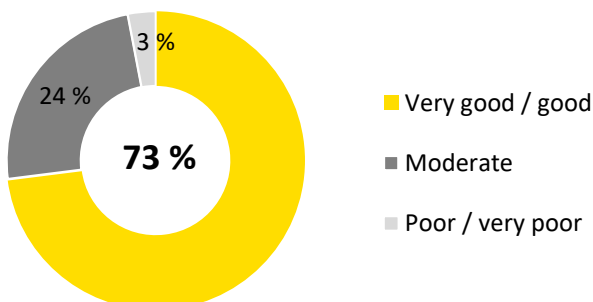


Intention to exhibit again :



Exhibitor survey – Quality of visitors & Intention to recommend VISION

The quality of visitors was rated...



Intention to recommend VISION to others...

