



VISION

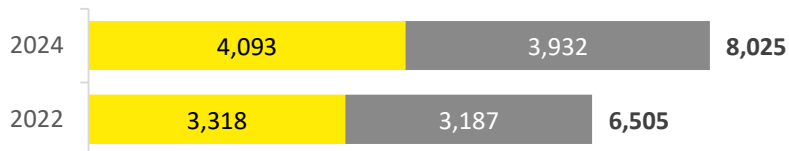
Exhibition analysis 2024



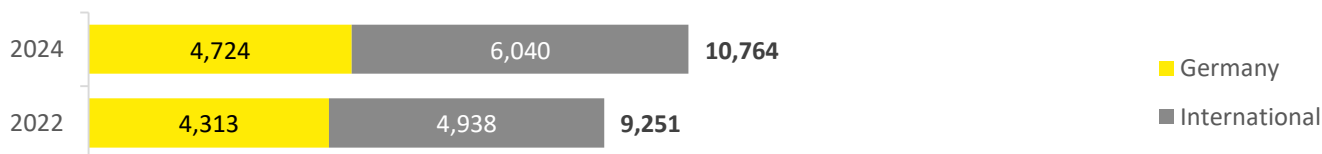


Statistics

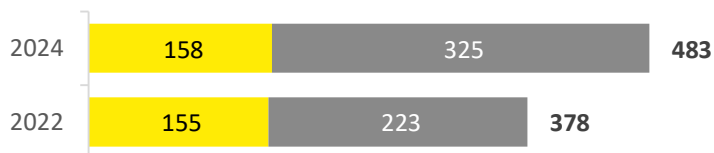
Visitor*



sqm Net Exhibition Area



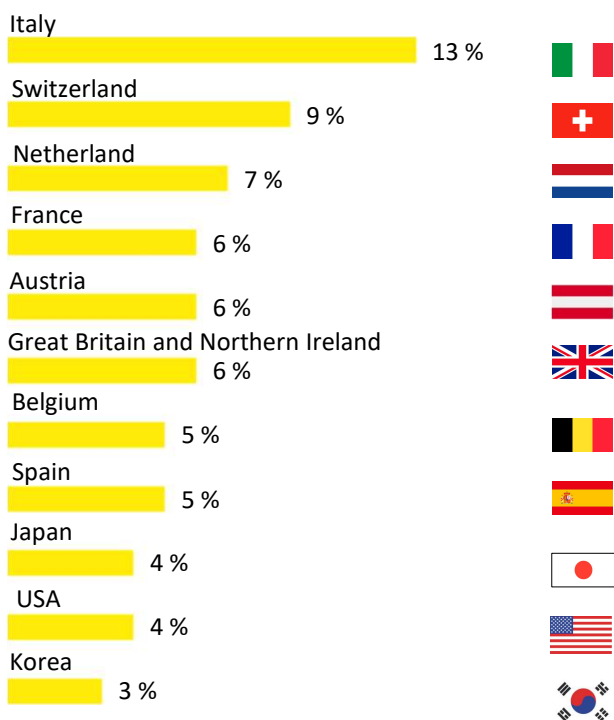
Exhibitors



* without visitors to the parallel events Motek, hy-fcell, Quantum Effects, IN.STAND.

Origin of Visitors*

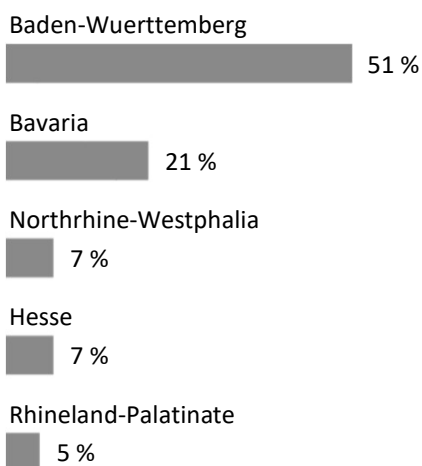
TOP Origin of international visitors*



Internationality*



TOP 5 Origin of German visitors per federal state



* according to visitor registration VISION 2024



VISION

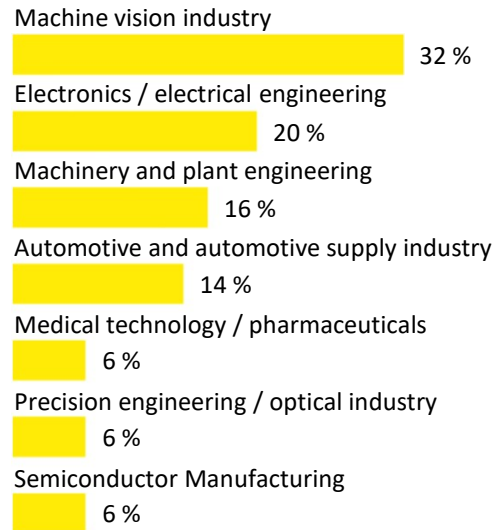
Visitor survey





Visitor survey – TOP 7 industry sectors*

The majority of the VISION visitors came from the machine vision industry and Electronics / electrical engineering.



* Multiple choice

Visitor survey – General assessment

Visitors gave VISION an overall score of 1.9.



87%



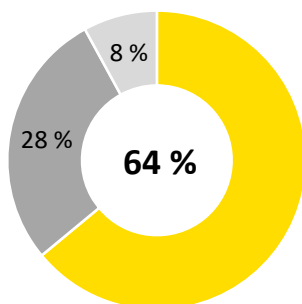
11%



1%

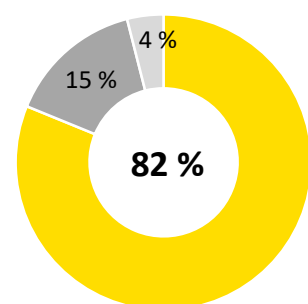
Visitor survey – Intention to revisit and recommendation VISION to others

Intention to revisit



- Yes / probably yes
- Perhaps
- Probably no / no

Intention to recommend to others



The visitor survey covers a representative sample of 651 visitors.



Visitor survey – Interest in the offer*

VISION Visitors are mainly interested in components for machine vision. In addition, almost half are interested in turn-key machine vision systems.

Components for machine vision



Turn-key machine vision systems



Services for machine vision



* Multiple choice

Visitor survey – Decision making authority*

84% of VISION visitors are involved in purchasing and procurement decisions.

Decisive



Jointly decisive



Consultative



Not involved



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

Visitor survey – TOP 5 Objectives for visiting VISION 2024*

In addition to information about new products and innovations, visitors want to get a general overview of the market.

Information on new products and innovations



General market orientation



Further education / increasing knowledge



Exchange of experiences / information



Making new business contacts



* Multiple choice



VISION

Exhibitor survey





Exhibitor survey – Product range of exhibiting companies

The following products and service were presented at VISION 2024:*

Components for machine vision



Turn-key machine vision systems



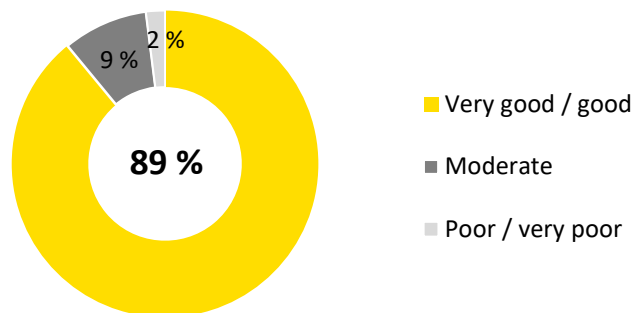
Services for machine vision



* Multiple choice

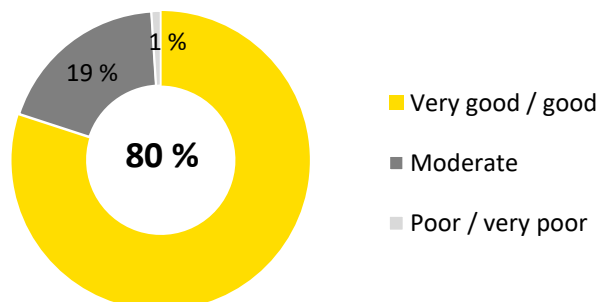
Exhibitor survey – Overall assessment

The overall assessment of the exhibiting companies is very good with an average score of 1.7.



Exhibitor survey – Quality of visitors

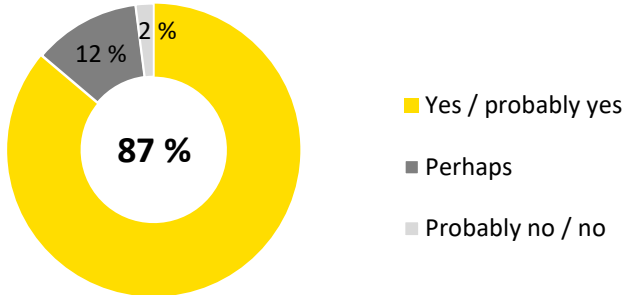
The quality of the trade visitors was perceived as particularly good.



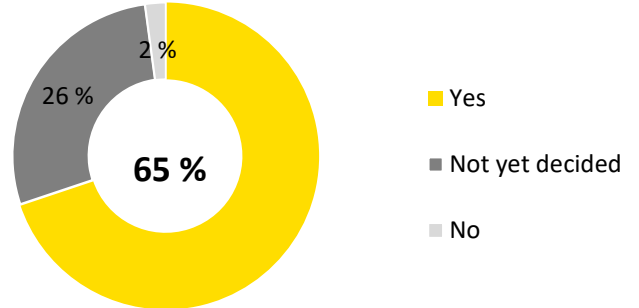


Exhibitor survey – Intention to recommend VISION & Intention to exhibit again

Intention to recommend VISION to others



Intention to exhibit again



Exhibitor survey – Development of importance

Half of all exhibitors are of the opinion that the importance of VISION remains important. A full 44% even say that it is gaining in importance.

