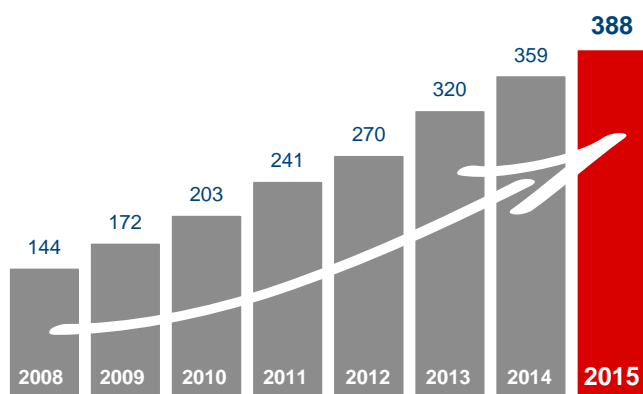




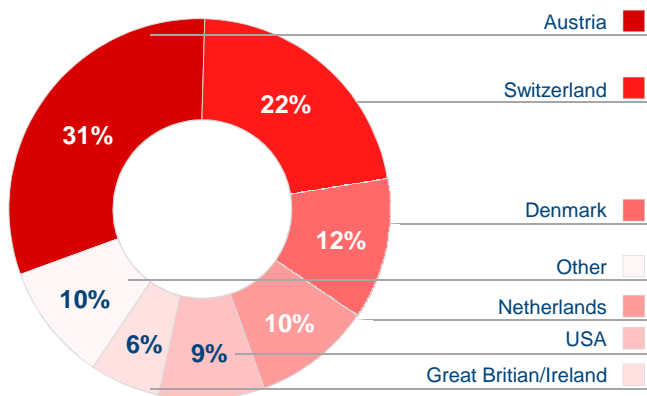
Brief analysis to the exhibitor's survey

Exhibitor figures



In comparison with the previous year, the number of companies exhibiting rose by 8 percent.

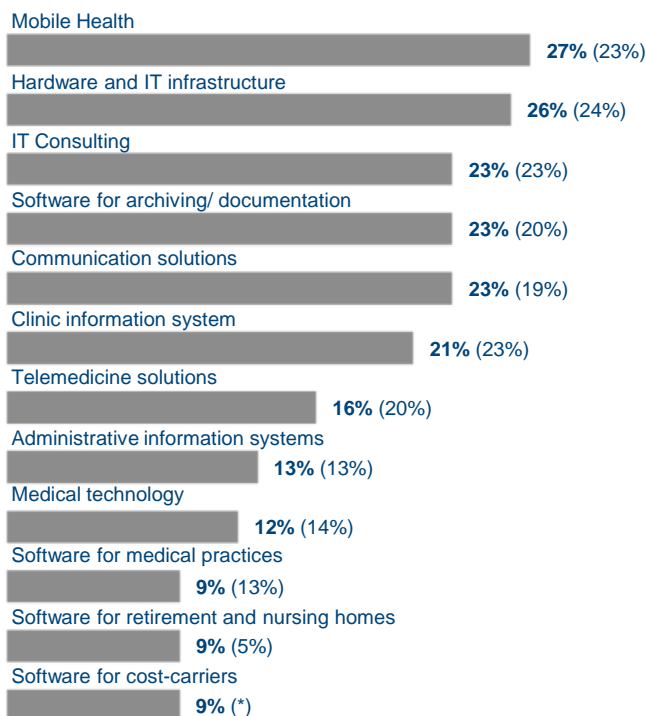
International exhibitors



388 exhibitors from 14 countries presented their products at the conhIT (2014: 10 countries). 17% of them were from abroad.

Main exhibition areas

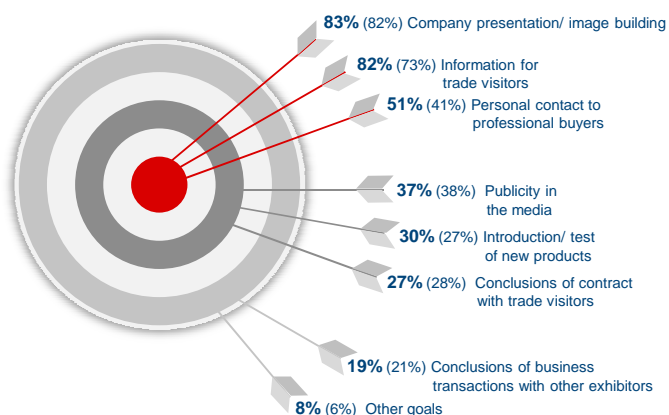
(multiple selections permitted/ extract p ≥ 9%)



* = No comparison possible

Exhibitor participation objectives

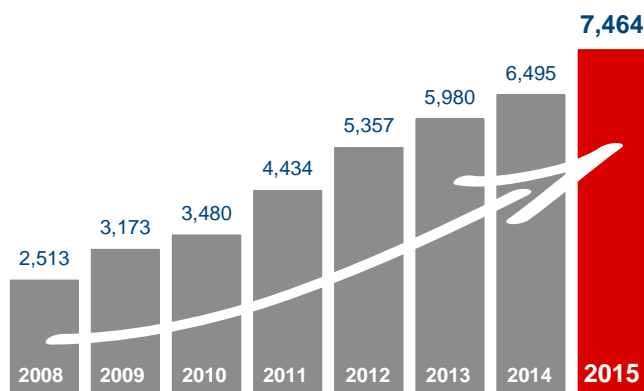
(multiple selections permitted)





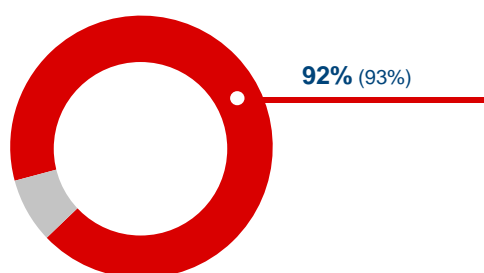
Brief analysis to the exhibitor's survey

Trade visitor figures



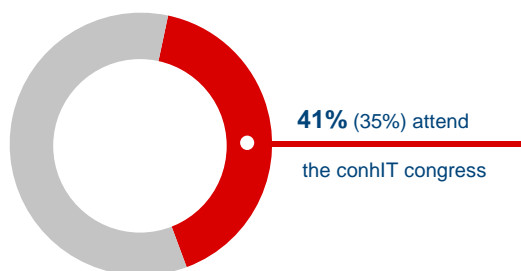
In comparison with the previous year, the number of trade visitors rose by 15 percent.

Quality of trade visitors



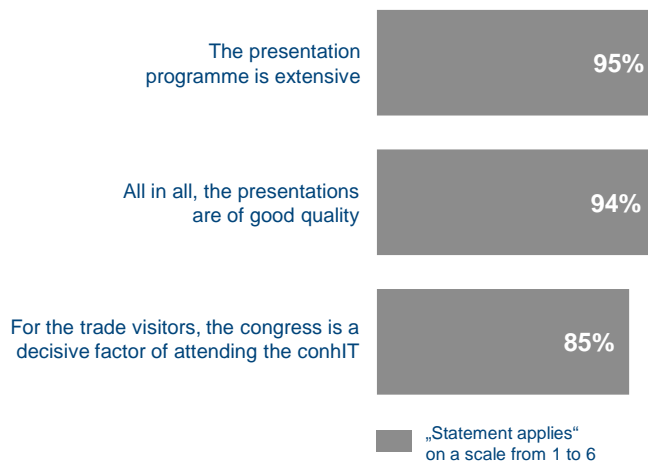
92 % of the exhibitors assessed the quality of trade visitors as high.

Congress use



An increasing number of exhibitors inform themselves in the Congress about new products/ services and trends in healthcare IT.

Congress assessment



Exhibitors rate the congress/ lecture programme as positive.

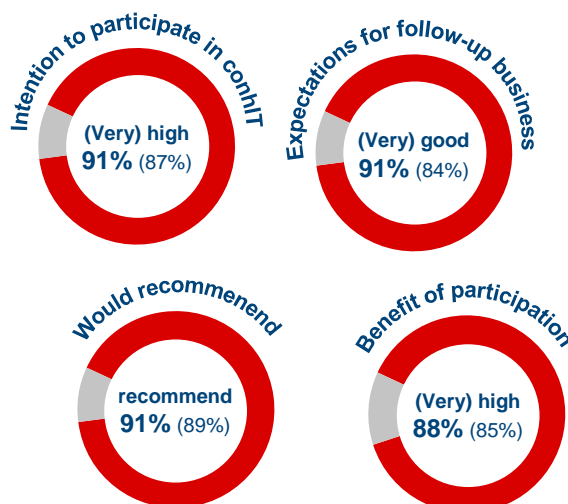
Overall satisfaction

The overall satisfaction of the exhibitors improved in comparison with the previous year: mean value 2,2 (2014: 2,4).

89% (88%)



Follow-up business after the fair, benefit and outlook

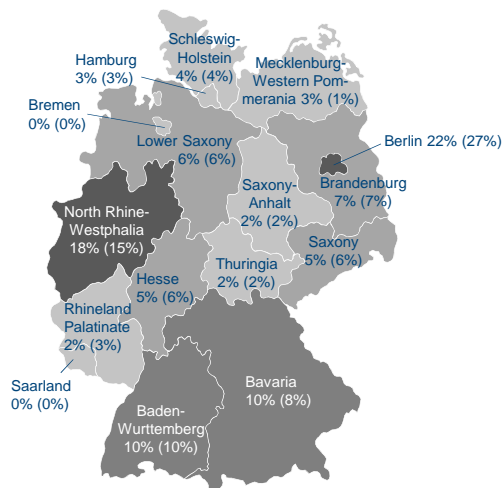


conhIT intentions to participate increased again and expectations for positive rose again significantly.

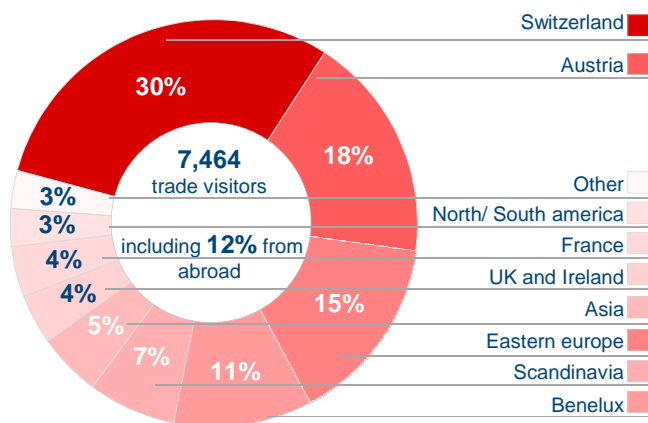


Brief analysis to the trade visitor's survey

Origin by federal state



International trade visitors



Duration of stay

1.6
Days

As in 2014, the average trade visitors stay 1.6 days at the conhIT in 2015.

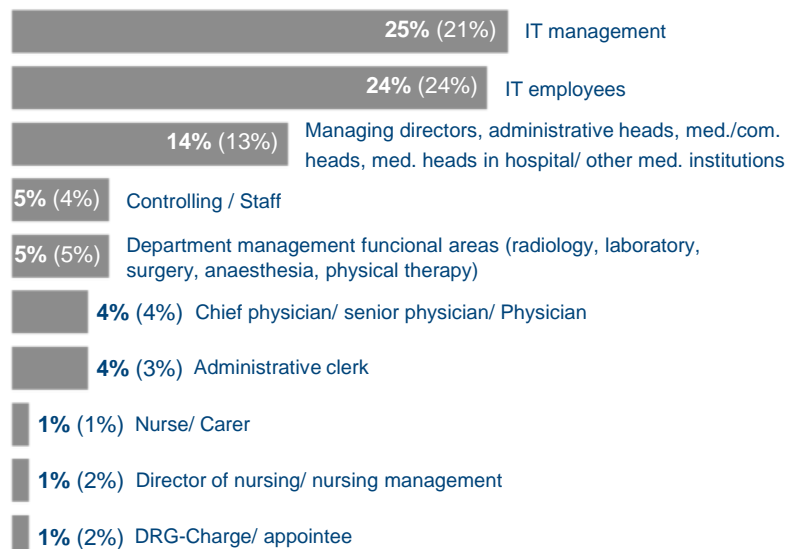
Decision makers



The share of trade visitors with decisive competence in purchasing and procurement decisions in their companies has risen further.

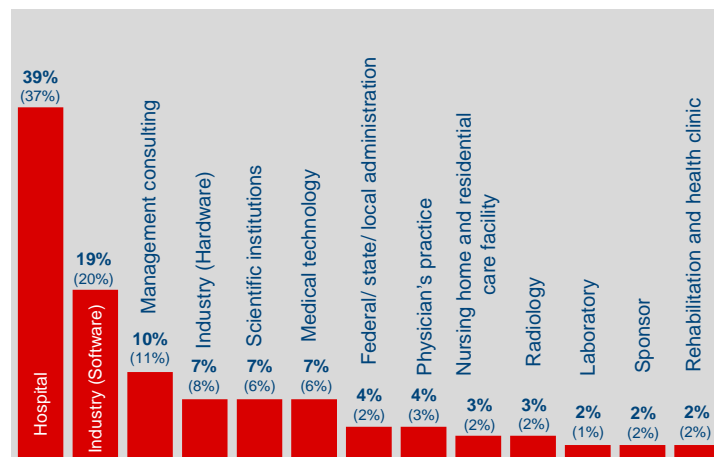
Job area

(multiple selections permitted/ extract p ≥ 1%)



Business sectors

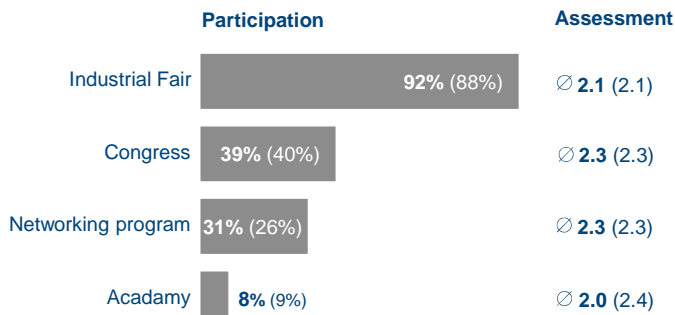
(multiple selections permitted/ extract p ≥ 2%)





Brief analysis to the trade visitor's survey

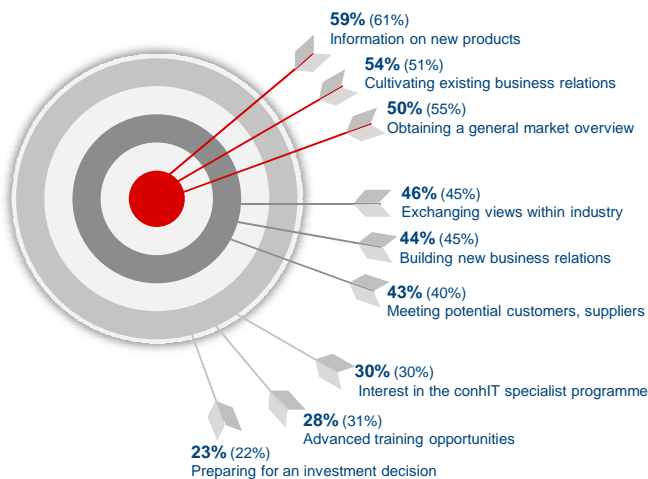
conhIT offers: Participation and Assessment



The average grade of the conhIT offers is 2,2.

Goals of the trade visitors

(multiple selections permitted/ extract p > 10%)

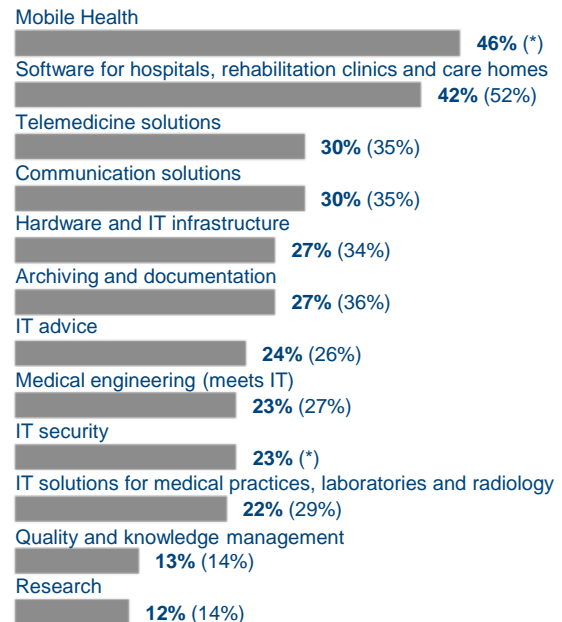


The three most important goals of the trade visitors were again assessed with very good grades :

- Information on new products Ø 2,1
- Cultivating existing business relations Ø 1,8
- Obtaining a general market overview Ø 2,1

Offer interest

(multiple selections permitted/ extract p > 10%)



* = No comparison possible

Ranking of conhIT in competition

93
percent

of the trade visitors stated that their visit to the conhIT is (very) important to them compared to their visit to other fairs on the subject of IT in health care.

Overall impression

