

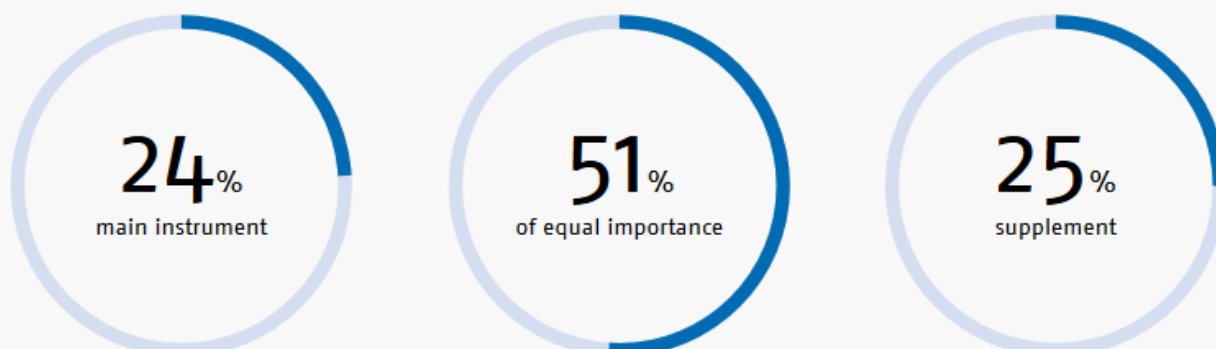


Successful companies have clear goals, which they follow with equally clear strategies. On their road to success, they use a mixture of marketing tools. Amidst this interplay of suitable tools, trade fairs cover by far the widest range of functions – from acquiring new customers to forging contacts with the press. It therefore only makes sense that German companies make intensive use of trade fairs.

For companies that exhibit at trade fairs, these activities are their most important B2B communications tool. In 2019/2020 these companies plan to spend around 47% of their communications budgets on trade fairs. This is one result of the 2019 AUMA MesseTrend, a representative survey of 500 German exhibiting companies commissioned by AUMA. And for production companies, that figure rises to nearly 50%.

Trade fairs as a communication instrument

Trade fairs are used in B-to-B communication by ... % of exhibiting companies



Source: AUMA MesseTrend 2019

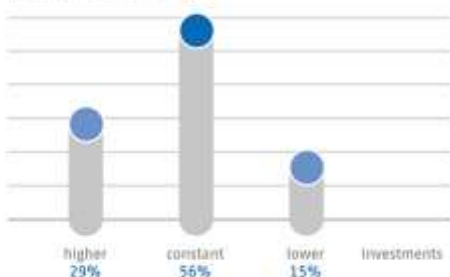


German companies therefore participate frequently in trade fairs, with their own stands. They average more than eight trade fair appearances within two years, of which a good five are in Germany and three in other countries.

That figure rises to ten appearances every two years for companies that concentrate on industrial goods, with six appearances in Germany and four in other countries. The number of trade fair appearances rises substantially with the level of sales. Companies with annual sales of more than €125 million average 20 trade fair appearances in two years.

AUMA MesseTrend 2019

Investments in trade fair participations*
Compared to 2017/2018, ...% of German exhibitors at trade visitor-oriented fairs are planning worldwide in the period 2019/2020:



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* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade fairs; Nov. 2018

The major role played by trade fairs in B2B communications is also evident from another perspective.

More than a quarter of German exhibiting companies (29%) plan to increase their investment in trade fair participations, both at home and abroad in 2019 and 2020. Some 56% plan the same level of investment and only 15% want to reduce their budget in this area.

AUMA MesseTrend 2015-2019

Trade fairs in the marketing mix*

In B2B communication ...% of the German exhibitors regard as very important or important:

Own website

Trade fairs

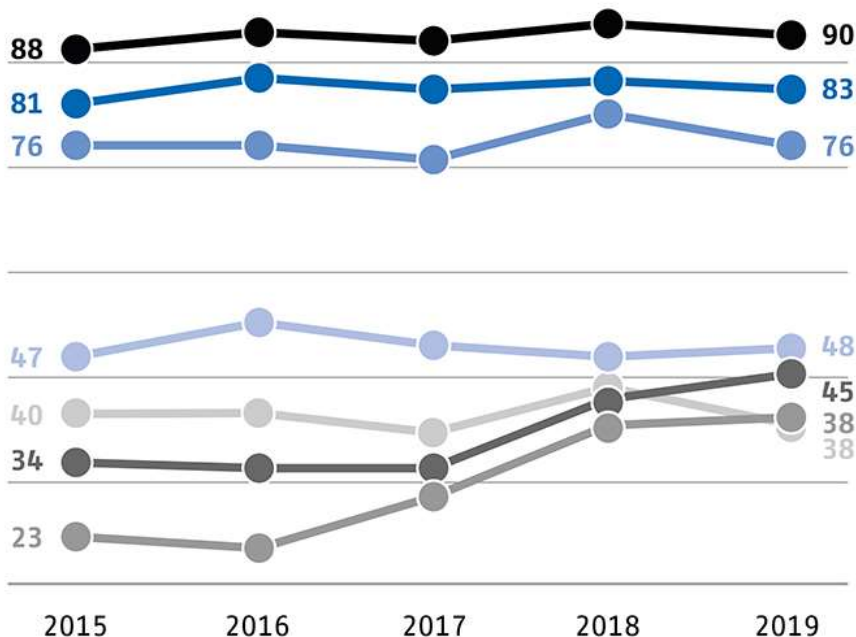
Personal sales

Direct Mailing

Online sales

Social Media

Ads in trade journals



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* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade fairs; Nov. 2018

Trade fairs consequently occupy a high position compared to other communications instruments. For around 83% of exhibitors, trade fair participation is important or very important for their B2B communication. Trade fairs are the second most important instrument, exceeded only by companies' own websites, which have become a standard feature of nearly every business today. After trade fairs, the next instruments are personal sales, which 76% of companies consider important or very important, and analogue or digital direct mailing (48%).

Source: AUMA - Association of the German Trade Fair Industry