



# Show Report O&S 2016

International trade fair for surface treatments & coatings



## 1. Statistics

	Total	Germany	International
Exhibitors	274	211	63
Visitors	6,631	5,238	1,393
Net exhibition area in sqm	7,214	6,238	976
Gross exhibition area in sqm	15,200		

## 2. Selected results of the visitor survey

Trade visitor rate	100%
Germany	79%
International	21% (from 35 countries)

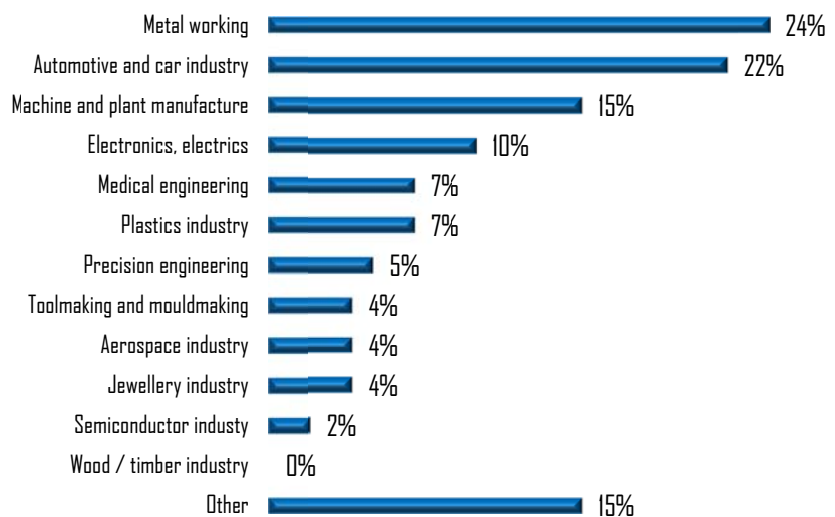
### 2.1 Origin of visitors from Germany

Baden-Württemberg	52%
Bavaria	21%
North Rhine-Westphalia	8%
Hesse	5%
Lower-Saxony	3%
Rest	11%

### 2.2 Origin of visitors from abroad

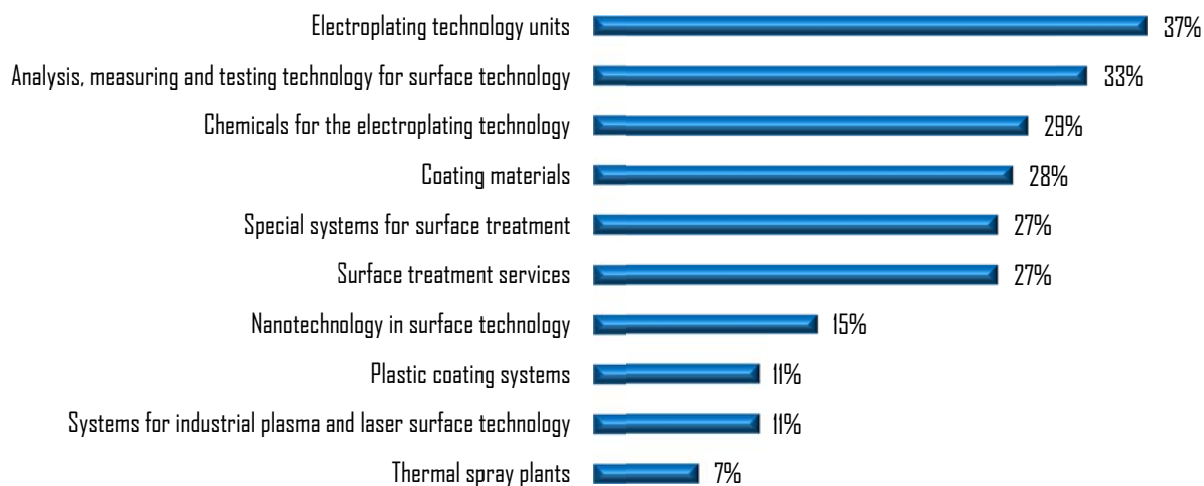
Switzerland	20%
Austria	18%
Italy	8%
France	5%
Turkey	5%
Rest	44%

### 2.3 Branch of industry



## 2.4 TOP 10 Interest in the exhibition offer

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## 2.5 Decision-making authority of visitors\*

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Decisive	20%
Jointly decisive	39%
Consultative	25%
Not involved	10%

## 2.6 Investment / purchase intention

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Yes	30%
Perhaps	51%
No	19%

## 2.7 Intention to recommend O&S to others

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Yes / rather yes	80%
Perhaps	18%
Rather no / no	1%

## 2.8 Intention of revisitation

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Yes / rather yes	63%
Perhaps	30%
Rather no / no	7%

## 2.9 Characteristics

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60% of all visitors were new to O&S.

26% of visitors get their information exclusively at O&S and don't visit any other show.

45% of visitors think that O&S will be even more important for the branch of industry in the future.

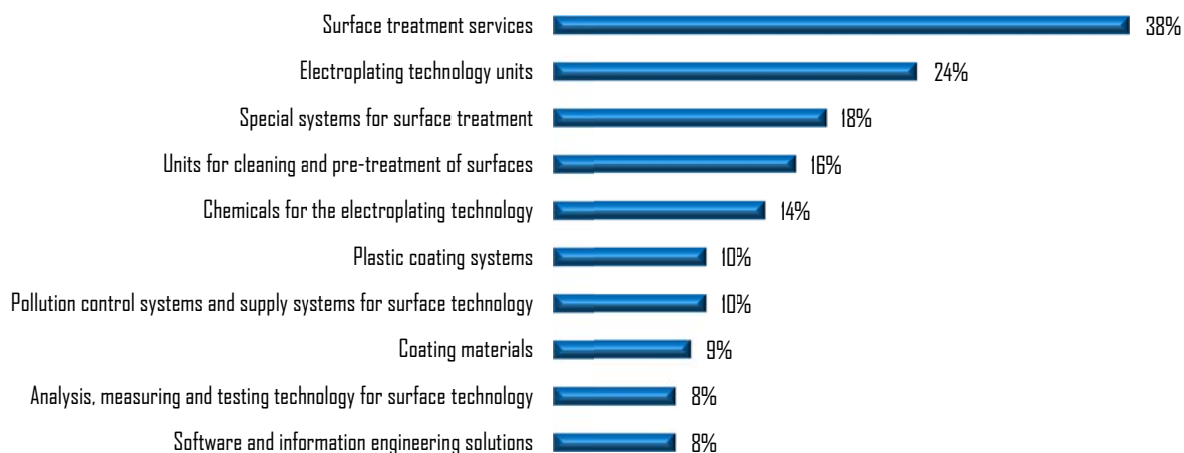
\* difference to 100% = pupil / student / not working

The representative survey covers a sample of 625 asked persons.  
15 June 2016, Market Research Messe Stuttgart, subject to modifications)

### 3. Selected results of the exhibitor survey

#### 3.1 TOP 10 Affiliation according to offer segments

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#### 3.2 Assessment of visitors' expertise

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Very good / good	79%
Moderate	19%
Poor / very poor	2%

#### 3.3 Intention to exhibit again

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Yes / rather yes	86%
Rather no / no	3%
Not (yet) decided	11%

#### 3.4 Intention to recommend O&S to others

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Yes / rather yes	86%
Perhaps	12%
Rather no / no	2%

#### 3.5 Market situation of the industry

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Very good / good	73%
Moderate	25%
Poor / very poor	1%

The survey was carried out in writing and covers a sample of 239 questioned exhibitors.  
(15 June 2016, Market Research Messe Stuttgart, subject to modifications)