



DMEA 2023 Attendee Survey

Number of Attendees

(Source: DMEA 2023)

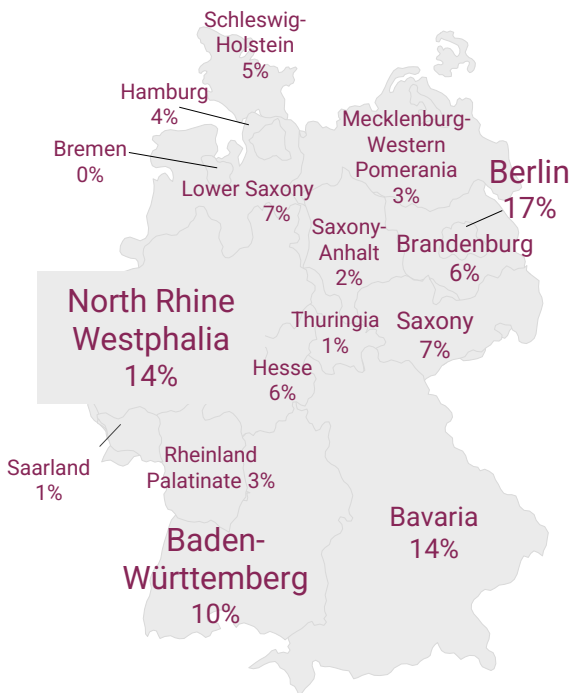
16.200 Attendees from **50+** Countries

National: 89%

International: 11%

Origin of National Attendees

(Source: Surveyed Participants from Germany, in total 89 % of the Participants)



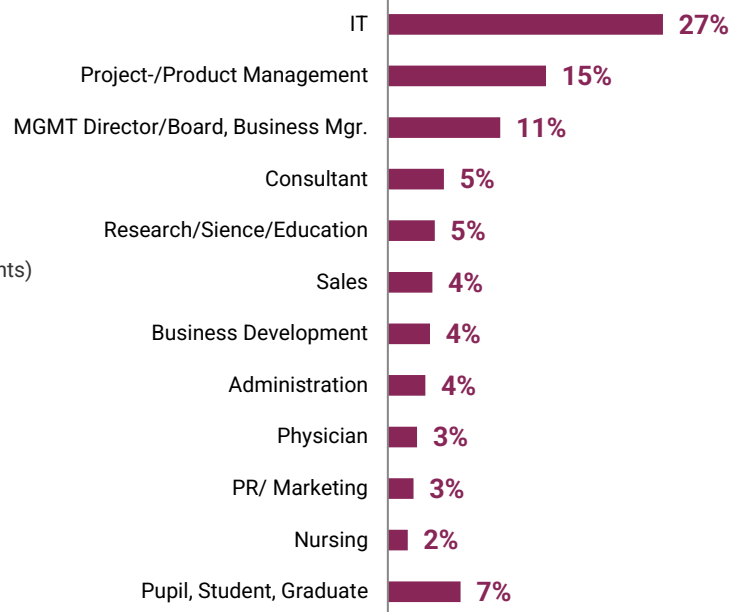
Origin of International Attendees

(Source: DMEA 2023, in total 11% of the Participants)

Europe	93%
Switzerland	31%
Austria	20%
Netherlands	6%
United Kingdom	4%
Finland, France, Poland	3% each
Belgium, Denmark, Estonia, Slovakia	2% each
Others (LV, PT, ES, IT, a.f.m.)	14%
South East Central Asia	3%
North America	2%
Africa	1%
Near/ Middle East	1%

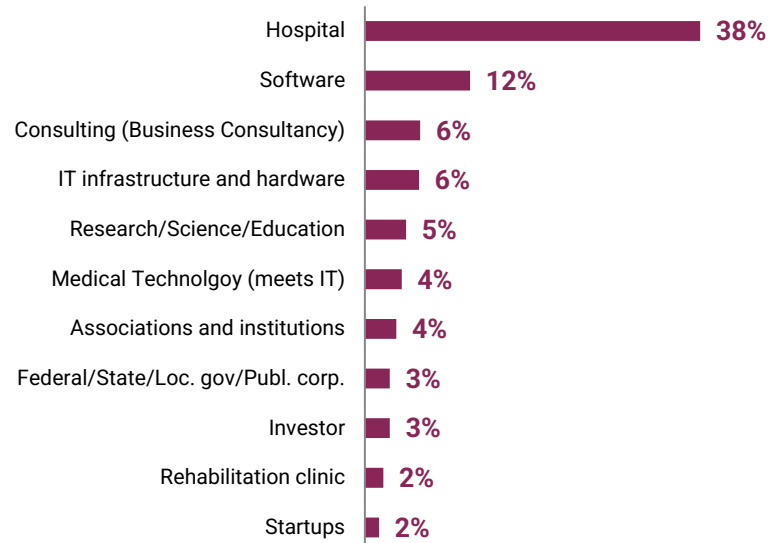
Function/Job Areas of Attendees

(Base: All surveyed Participants, Extract of Entries n ≥ 2%)



Economic Sectors for Attendees

(Base: Surveyed Working Participants, Extract of Entries n ≥ 2%)



Decision-making Authority

(Base: Surveyed Working Participants)

3 out of 4

attendees are involved in purchasing/procurement decisions.

Host

Organizer

bvitiG

Messe Berlin



DMEA 2023 Attendee Survey

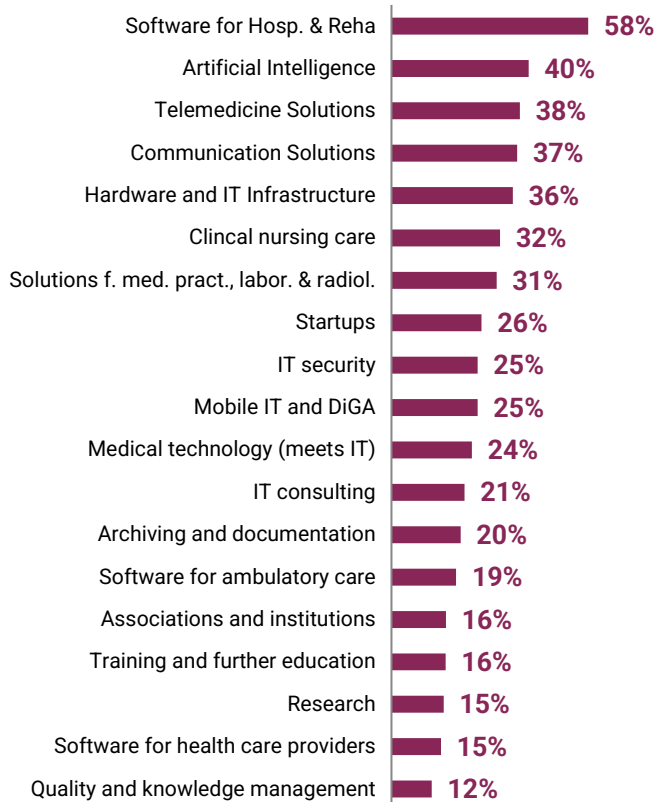
Duration of Stay

(Base: All Surveyed Participants)

1,9 Days on average, the participants stayed at DMEA.

Interest in Offers

(Base: All surveyed Participants, Multiple Citation, Extract of Entries n ≥ 10%)



Satisfaction With DMEA Areas

(Base: Surveyed Participants of the respective Area, TOP3 Values on a Scale of 6)

Trade Fair	96%
Congress Sessions	90%
DMEA sparks Program/Youth Program	90%
DMEA Seminars	86%
Other Program	91%

Satisfaction With DMEA Program

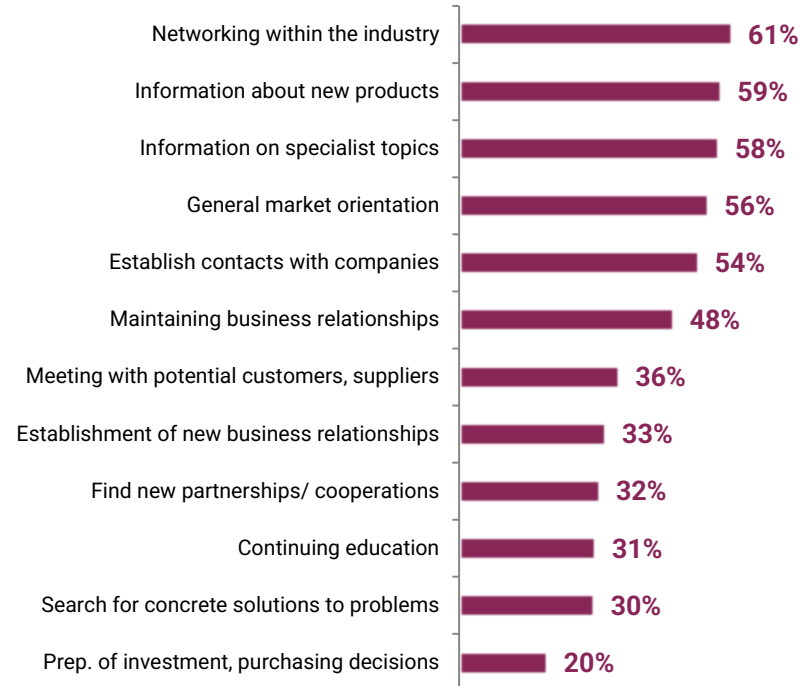
(Base: Surveyed Participants of the [respective] program offer, TOP3 Values on a Scale of 6)

93% rate the **Keynotes, Pitches and Solutions Hubs** as **(very) good overall**.

96% rate the **DMEA 2023 program** as **(very) good overall**.

Objectives of the Attendees

(Base: All surveyed Participants, Multiple Citation, Extract of Entries n ≥ 20%)



Best Achieved Objectives From Attendees

(Base: Surveyed Participants, who mentioned the respective Goal, Top3 Values on a Scale of 6)

Networking within the industry	92%
Information about new products	92%
Information on specialist topics	90%
General market orientation	94%
Establish contacts with companies	92%

Overall Impression and Outlook

(Base: All surveyed Participants, TOP3 Values on a scale of 6)

95% of the attendees are **(very) satisfied** with the visit at DMEA.

92% rate the benefit of their visit at DMEA as **(very) high**.

95% would **recommend** a visit.

89% plan to **participate again** at DMEA.



DMEA 2023 Exhibitor Survey

Number of Exhibitors

735 Exhibitors from **25** Countries

National 75%

International: 24%

Origin of international Exhibitors

(Source: DMEA 2023 Stand Registration, 24% of all Exhibitors)

Europe	91%
Switzerland	17%
Austria	16%
Netherlands	11%
Denmark	10%
Finland	7%
Italy	6%
Belgium	6%
Norway	5%
Latvia	3%
Others (a.o. GB, FR, PL, ES)	10%
North America	3%
South East Central Asia	3%
Near/ Middle East	2%

Main Exhibition Areas

(Base: All Surveyed Exhibitors, Multiple Citation, Extract of Entries n ≥ 8%)

Hardware and IT Infrastructure	22%
IT Consulting	21%
Clinical Information Systems	21%
Communication Solutions	20%
Mobile Healthcare	20%
Hospital Information Systems	16%
Software for Clinical Care	16%
Software for Patients	15%
Medical Technology (meets IT)	14%
Software for other institutions	13%
Software for Archiving and Documentation	12%
Telemedicine Solutions	12%
Administrative Information Systems	10%
Software for Medical Practices	10%
Software for Retirement and Nursing Homes	9%
Startups	9%
Career/ Focus DMEA sparks	8%
Associations and Institutions	8%

Objectives of the Exhibitors

(Base: All Surveyed Exhibitors, Multiple Citation, Extract of Entries n ≥ 20%)

Presentation of the Company/Image Cultivation	87%
Information for Trade Visitors	68%
Personal Contact to Trade Buyers	46%
Finding new partners	46%
Marketing Publicity in the Media	33%
Conclusion of Contracts with Trade Visitors	26%
Introduction/Testing of New Products	22%
HR – Search for Junior and Skilled Employees	20%

Top Achievement of Most Important Exhibitors Objectives

(Base: Surveyed Exhibitor indicating the Respective Objective, TOP3 Values on a Scale of 6)

Presentation of the Company/ Image Cultivation	91%
Information for Trade Visitors	92%
Personal Contact to Trade Buyers	90%

Overall Satisfaction and Outlook

(Base: All Surveyed Exhibitors, TOP3 Values on a Scale of 6)

- 90%** of the exhibitors are **(very) satisfied** with **their participation** in DMEA.
- 89%** assess the **benefit** of their company's **participation** in DMEA as **(very) high**.
- 92%** would **recommend a participation** in DMEA.
- 89%** of the exhibitors intent to **participate** again in **the next** DMEA.