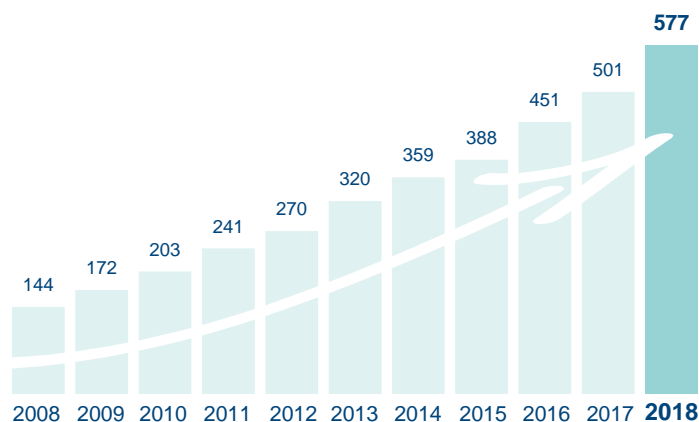


EXHIBITOR SURVEY 2018

Number of exhibitors



Origin of exhibitors

Germany	79 %
From abroad	21 %
Europe	90 %
Austria	24 %
Switzerland	24 %
Finland	11 %
The Netherlands	10 %
Belgium	7 %
Poland	6 %
Other	10 %
America	5 %
Asia	5 %

Main exhibition areas

(Multiple citations / extract of denominations n ≥ 8 %)

Mobile Healthcare	30 %
Hardware and IT infrastructure	26 %
Communication solutions	22 %
IT Consulting	20 %
Software for archiving and documentation	20 %
Clinic information system	18 %
Telemedicine solutions	18 %
Medical technology (meets IT)	17 %
Hospital information systems	16 %
Software for medical practices	15 %
Software for patients	15 %
Software for other establishments	13 %
Quality management and knowledge management	10 %
Administrative information systems	9 %
Startups	9 %
Software for retirement and nursing homes	8 %

Participation objectives of exhibitors

(Multiple citations)

Company presentation / image building	83 %
Information for trade visitors	70 %
Personal contact to professional buyers	42 %
Contract conclusions with trade visitors	33 %
Marketing publicity in the media	27 %
Introduction/test of new products	26 %
Business contracts with other exhibitors	20 %
Other goals	3 %

Once again top results in achievement of exhibitor goals:

Average evaluation on a scale of
1 = achieve very well to 6 = not achieve at all

Company presentation / image building	2.2
Introduction/test of new products	2.2
Information for trade visitors	2.2
Marketing publicity in the media	2.4
Personal contact to professional buyers	2.6

Quality of trade visitors

88 %

About nine out of ten exhibitors of the conhit 2018 rated the quality of trade visitors at their booth positively.

Overall satisfaction and outlook

Satisfaction with participation	85 %
Benefit of participation	84 %
Expectations for follow-up business after the fair	87 %
Would recommend	83 %
Intention to participate again	85 %