

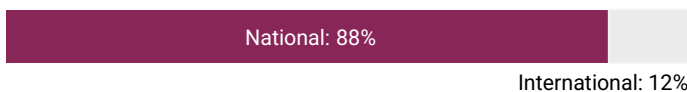


DMEA 2022 Attendee Survey

Number of Attendees

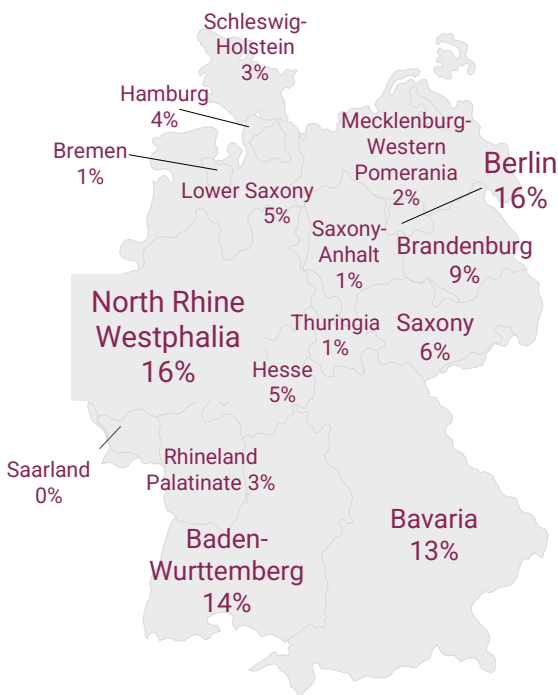
(Source: DMEA 2022)

11.200 Attendees from **42** Countries



Origin of National Attendees

(Source: Surveyed Participants from Germany, 88% of all Participants)



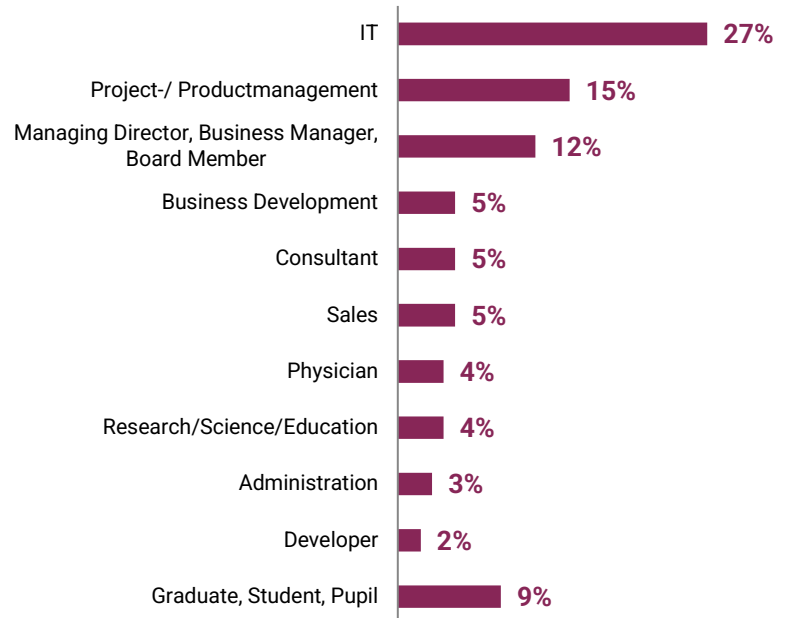
Origin of International Attendees

(Source: DMEA 2022 Registration Data, 12% of all Participants)

Europe	95%
Switzerland	34%
Austria	19%
Netherlands	9%
France	5%
Finland, United Kingdom	4% each
Latvia, Belgium, Poland, Sweden, Portugal	2% each
Other countries	11%
Asia	3%
North America	2%

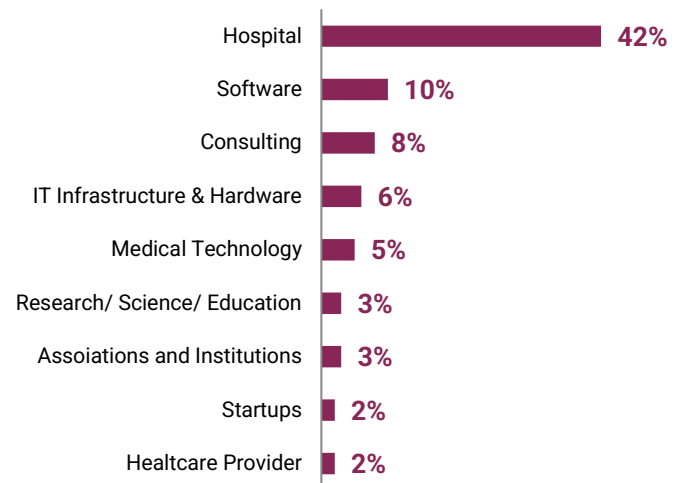
Function/Job Areas of Attendees

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



Economic Sectors of Attendees

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



Decision-making Authority

(Base: Surveyed Working participants)

8 out of 10 attendees are involved in purchasing/ procurement decisions.

Event Organiser Organisation



DMEA 2022 Attendee Survey

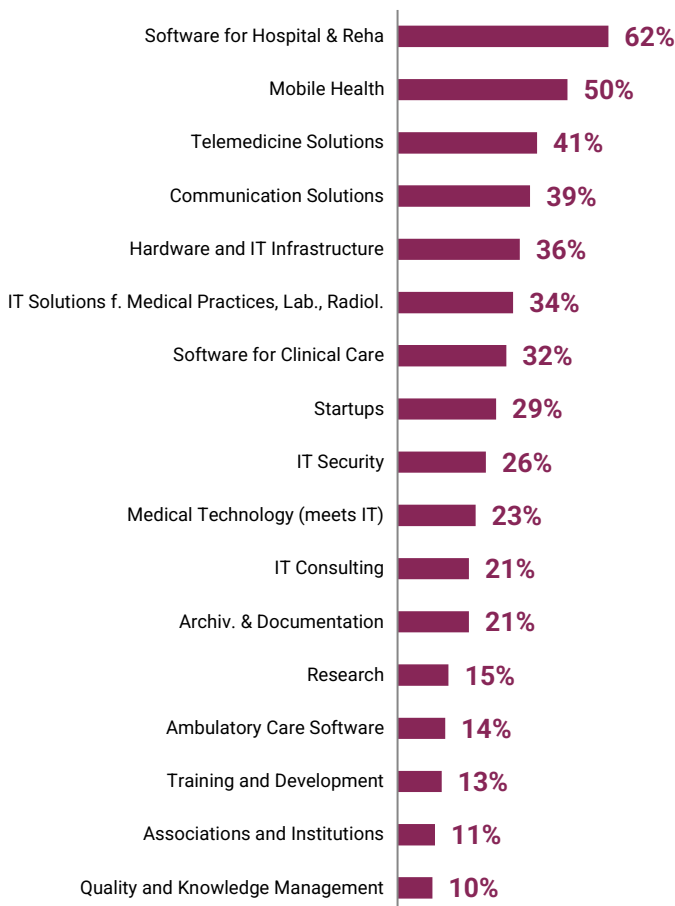
Duration of Stay

(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	89%
DMEA Seminars	92%
Other Program	96%

Objectives of the Attendees

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



Achievement of the Attendees' Objectives

(Base: Surveyed Participants, who mentioned the Respective Goal, TOP3 Values on a Scale of 6)

Information on Specialist Topics	94%
Information on New Products	94%
Exchange within the Industry	92%

Overall Impression and Outlook

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

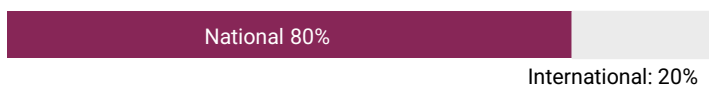
- 92%** of the attendees are **(very) satisfied** with the visit at DMEA.
- 93%** rate the **benefit** of their visit at DMEA as **(very) high**.
- 91%** attribute a **(very) high relevance** to DMEA as a **face-to-face event** on the Berlin exhibition grounds.
- 94%** would **recommend** a visit.
- 90%** plan to **participate again** in DMEA.



DMEA 2022 Exhibitor Survey

Number of Exhibitors

517 Exhibitors from **17** Countries



Origin of international Exhibitors

(Source: DMEA 2022 Stand Registration, 20% of all Exhibitors)

Europe	88%
Switzerland	21%
Netherlands	14%
Finland	14%
Poland	13%
Austria	12%
France	3%
United Kingdom	3%
Portugal	3%
Ireland	2%
Others	4%
America	6%
Asia	6%

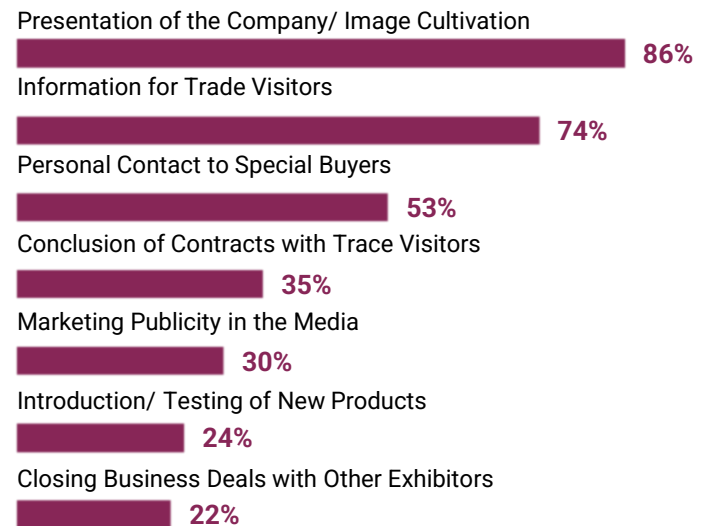
Main Exhibition Areas

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

Clinical Information Systems	23%
Mobile Healthcare	23%
Hardware and IT Infrastructure	22%
Telemedicine Solutions	21%
Hospital Information Systems	19%
Software for Clinical Care	18%
IT Consulting	17%
Software for Archiving and Documentation	17%
Communication Solutions	16%
Software for Patients	16%
Medical Technology (meets IT)	13%
Administrative Information Systems	11%
Software for Medical Practices	11%
Software for HealthCare Providers	11%
Software for Retirement and Nursing Homes	9%
Startups	8%
Associations and Institutions	

Objectives of the Exhibitors

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



Top Achievement of Very Important Exhibitors Objectives

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

Presentation of the Company/ Image Cultivation	91%
Information for Trade Visitors	90%
Personal Contact to Specialist Buyers	89%

Overall Satisfaction and Outlook

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

85% of the exhibitors are (**very**) satisfied with their participation in DMEA.

81% have (**very**) high expectations with regard to post-fair business..

87% would **recommend a participation** in DMEA.

87% of the exhibitors intent to **participate again in the next** DMEA.