Exhibitor Survey

Number of Exhibitors

569 Exhibitors from **27** Countries.

Origin of Exhibitors

Germany	81%	Abroad 19%

Europe	**90%**
Austria	26%
Switzerland	24%
The Netherlands	7%
Finland	5%
Great Britain	5%
France	4%
Poland	4%
Other	15%
America	**5%**
Asia	**5%**

Main Exhibition Areas
(Multiple Citations, Extract of Denominations n ≥ 8 %)

Mobile Healthcare	28%
IT Consulting	26%
Communication Solutions	25%
Hardware and IT Infrastructure	23%
Telemedicine Solutions	21%
Software for Archiving and Documentation	21%
Clinical Information System	21%
Software for Other Establishments	20%
Software for Clinical Care	18%
Software for Patients	17%
Hospital Information Systems	16%
Software for Medical Practices	15%
Medical Technology (Meets IT)	12%
Software for Retirement and Nursing Homes	11%
Administrative Information Systems	11%
Software for Cost-Bearers	8%
Quality Management and Knowledge Management	8%

Surveyed and evaluated by Gelszus Messe-Marktforschung

Participation Objectives of Exhibitors
(Multiple Citations)

Company Presentation/Image Building	78%
Information for Trade Visitors	75%
Personal Contact with Professional Buyers	46%
Signing Agreements with Trade Visitors	38%
Marketing Publicity in the Media	37%
Introduction/Testing of New Products	28%
Closing Business Deals with Other Exhibitors	26%
Searching for Young Talent	19%
Other Objectives	7%

Once again Top Results in Achievement of Exhibitor Objectives:
Average Evaluation of the Extent the Objective was Achieved on a Scale of 1 = Very good to 6 = Not at All

Company Presentation/Image Building	2,2
Information for Trade Visitors	2,2
Personal Contact with Specialized Sales Assistant	2,4

Overall Impression and Outlook
(Ratings 1-3 on a Scale of 6)

86% of the Exhibitors are **(Very) Satisfied** with Their **Participation** in DMEA 2019.

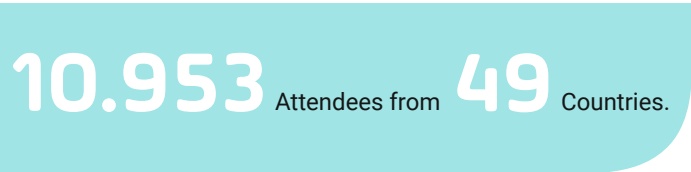**86%** Have **(Very) High** Expectations for **Follow-up Business** after the Trade Fair.

89% of the Exhibitors Would **Recommend** a Participation in DMEA.

90% Intent to **Participate** again in the **Next DMEA**.

DMEA

Berlin
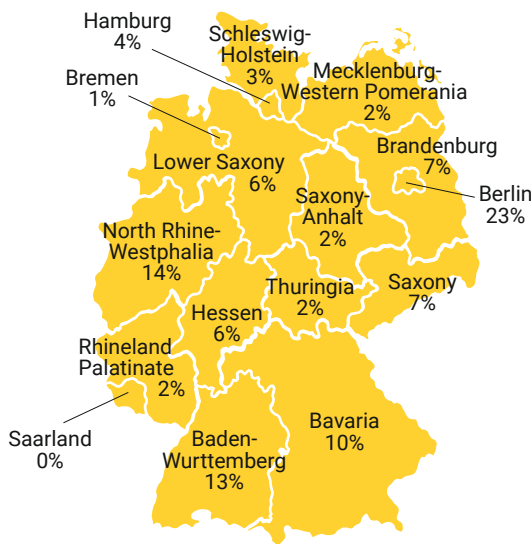## 9 –11 April 2019
Connecting Digital Health

Attendee Survey

Number of Attendees

10.953 Attendees from **49** Countries.

Origin of Attendees
(Source: Registration Data DMEA 2019)

Germany	89%	Abroad 11%

Hamburg 4%
Schleswig-Holstein 3%
Bremen 1%
Mecklenburg-Western Pomerania 2%
Lower Saxony 6%
Brandenburg 7%
North Rhine-Westphalia 14%
Saxony-Anhalt 2%
Berlin 23%
Thuringia 2%
Saxony 7%
Hessen 6%
Rhineland Palatinate 2%
Saarland 0%
Baden-Wurttemberg 13%
Bavaria 10%

Origin of Attendees
(Source: Registration Data DMEA 2019)

Europe	92%
Switzerland	29%
Austria	20%
The Netherlands	9%
Poland	5%
United Kingdom	3%
France	3%
Czech Republic	3%
Estonia	2%
Sweden	2%
Belgium	2%
Denmark	2%
Other	12%
Asia	**4%**
North America	**3%**
Africa	**1%**

Job Areas of the Attendees
(Multiple Citations, Extract of Denominations n ≥ 4 %)
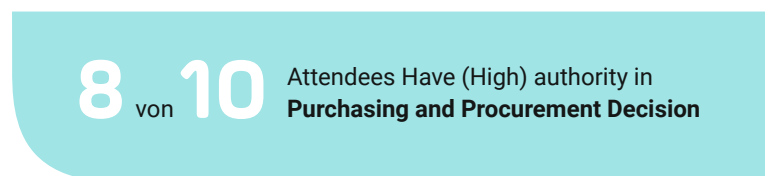
IT Employees	25%
Project Manager	23%
Head of IT	18%
Consultant	15%
Managing Director, Head of Administration/Medicine/Commerce, Head of Hospital or other Institution	10%
Pupil, Student, Graduate	8%
Employee in Research/Development	6%
Employee in Sales	6%
Controlling/Staff	5%
Head of Department: Administration, Radiology, Laboratory, Surgery, Anesthesia, Physical Therapy or Head of Station	4%
Head of Sales	4%
Physician (including Chief and Senior Phys.)	4%
Nursing Staff/Director of Nursing/Nursing Management	4%

Economic Sectors
(Multiple Citations, Extract of Denominations n ≥ 2 %)

Hospital	39%
Industry (Software)	14%
Consulting	13%
Medical Technology	9%
Medical Service Center ("MVZ")	6%
Association/Organization	6%
Science	5%
Industry (Hardware)	4%
Rehabilitation- and Health Clinic	4%
Health Insurance	4%
Federal/ State/ Local Administration	4%
Startup	3%
Nursing Home and Residential Care Facility	3%
Physician's Practice	3%
Radiology	2%
Laboratory	2%

Decision Makers

8 von **10** Attendees Have (High) authority in **Purchasing and Procurement Decision**

Host ▶▶ bvitg

Organizer ||||| Messe Berlin

Attendee Survey

Duration of Stay

Attendees Spend an Average of

1.7 Days

at the Event.

Evaluation of the DMEA Program Areas
Average Evaluation on a Scale of 1 = Totally Satisfied to 6 = Not at All Satisfied

Trade Fair	1,9
Congress	2,2
Seminars	2,1
Other Program	2,0

Interest in Offers
(Multiple Citations/ Extract of Denominations n ≥ 7 %)

Mobile Health	54%
Software for Hospitals, Rehabilitation Clinics	49%
Telemedicine Solutions	35%
Communications Solutions	31%
Hardware and IT Infrastructure	31%
IT Solutions for Medical Practices, Laboratories and Radiology	30%
IT Security	28%
Software for Clinical Care	28%
Archiving and Documentation	26%
Medical Technology (meets IT)	24%
IT Consulting	21%
Startups	21%
Quality Management and Knowledge Management	15%
Research	12%
Software for Outpatient Care	12%
Training and Development	12%
Associations and Institutions	11%
Software for Cost-Bearers	7%
Networked Building Services Engineering	7%

Surveyed and evaluated by Gelszus Messe-Marktforschung

Objectives of the Attendees
(Multiple Citations/ Extract of Denominations n ≥ 27 %)

Information on New Products	66%
General Market Overview	60%
Maintain Business Relations	54%
Exchange within the Industry	52%
Meeting potential Customers, Suppliers	44%
Establish New Business Relations	42%
Search for Concrete Solutions	33%
Participating in the DMEA Program	32%
Advanced Training Opportunities	32%
Preparation of Investment and Purchasing Decisions	27%

Once again Top Results in Achievement of the Attendees' Objectives:
Average Evaluation of the Extent the Objective Was Achieved on a Scale of 1 = Very Good to 6 = Not at All

Information on New Products	2,1
General Market Overview	2,0
Maintain Business Relations	1,8

Overall Impression and Outlook
(Ratings 1-3 on a Scale of 6)

97% of the Attendees Were **(very) Satisfied** with their Visit at DMEA and Would **Recommend** a Participation in DMEA to Others.

95% Rate **the Benefit** of Their Participation in DMEA as **(Very) High**.

96% Rate Their Visit to DMEA 2019 as **More Important or Just as Important** Compared to Visits to Other Trade Fairs on IT in Healthcare or Digitization.

92% of the Attendees Plan to **Visit the Next DMEA.**

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