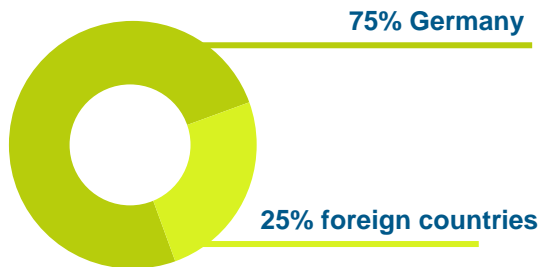


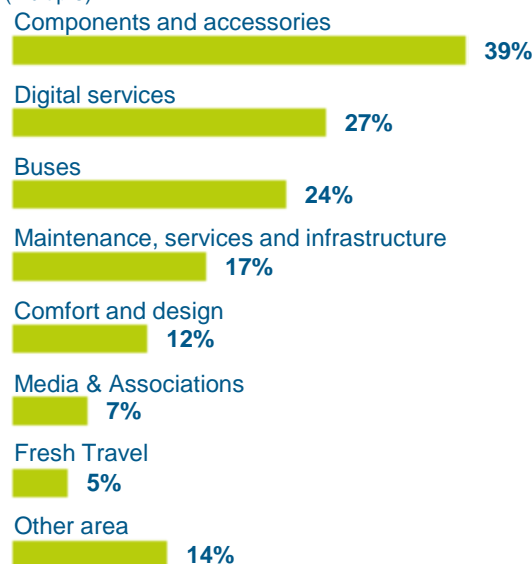
## Brief analysis of the exhibitors' survey

### Origin of the exhibitors

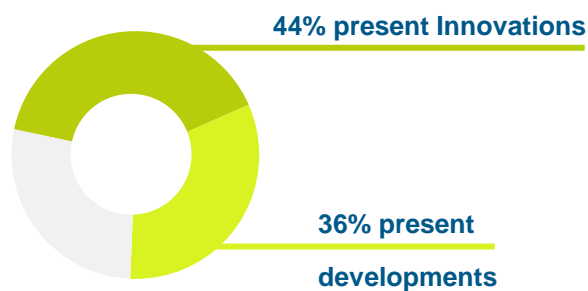


### Exhibition areas

(Multiple)



### Presentation of innovations



### Concept of BUS2BUS



rated the three-turn of the BUS2BUS consisting of the bdo Congress, the Future Forum and the Marketplace.

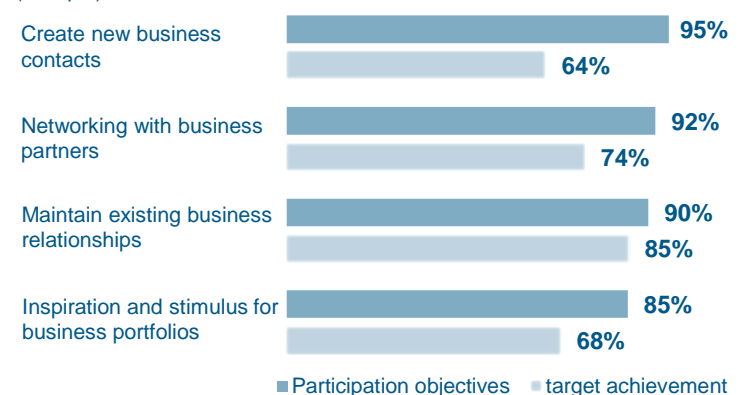
### BUS2BUS as an innovation platform

98%

of the exhibitors see the BUS2BUS as a (very) suitable platform for innovation in the German market.

### Participation objectives and target achievement

(Multiple)

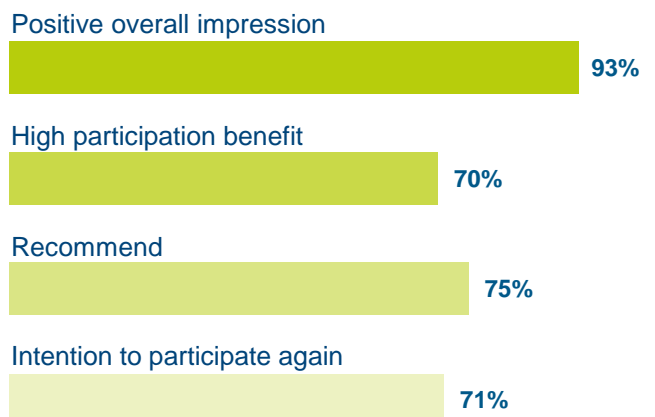


### Quality of trade visitors



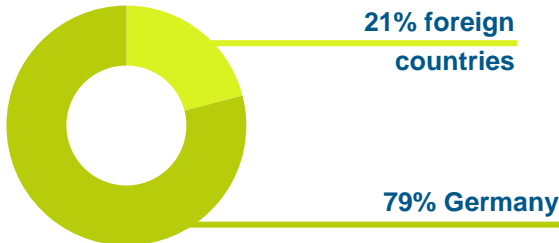
of the exhibitors rate the quality of the trade visitors as (very) good.

### Overall impression and forecast



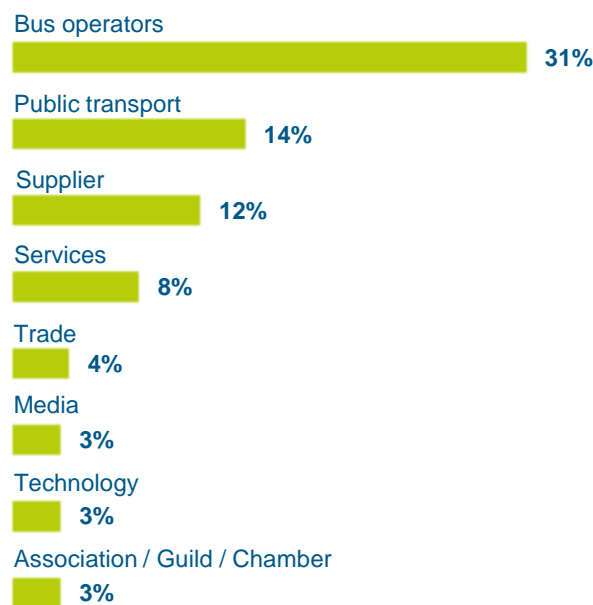
## Brief analysis of the visitor survey

### Origin of visitors



### Industry membership

(Multiple)



### Decision makers

**86%** of visitors have influence on purchasing/procurement decisions.

### Concept of BUS2BUS

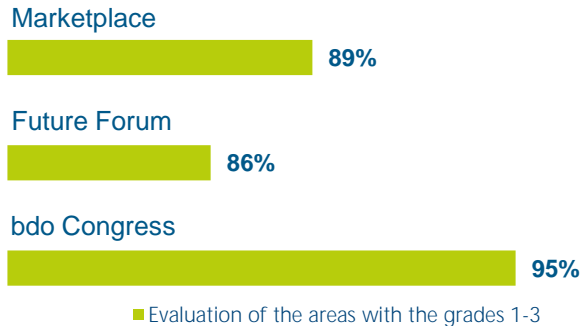
**89%** 

rate the triangle from bdo congress, future forum and market place positively

### New business contacts

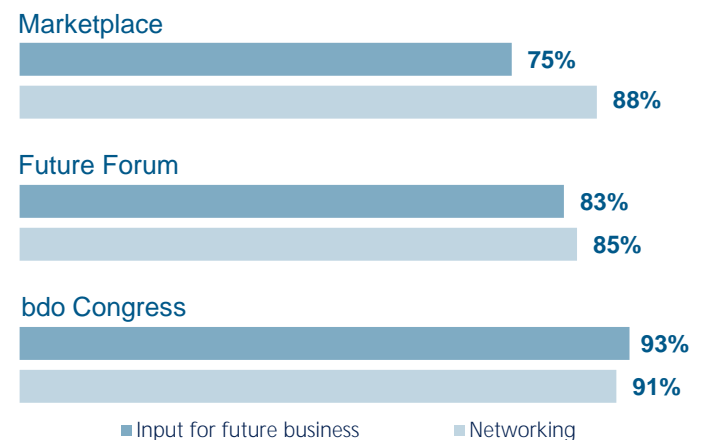
**59%** 59% of visitors were able to make new business contacts during their visit to BUS2BUS.

### Evaluation of BUS2BUS segments



### Satisfaction with BUS2BUS areas in terms of ...

(grades 1-3)



### Platform for innovation and new business

**83%** 

of visitors consider the BUS2BUS to be a platform for innovations and new business.

### Overall impression and forecast

(grades 1-3)

