

Nuremberg, Germany

15-17.10.2008

**CHILLVENTA**  
**Nürnberg 2008**

International Trade Fair Refrigeration ♦ Air Conditioning and Ventilation ♦ Heat Pumps

NÜRNBERG MESSE

## 1. Structural data

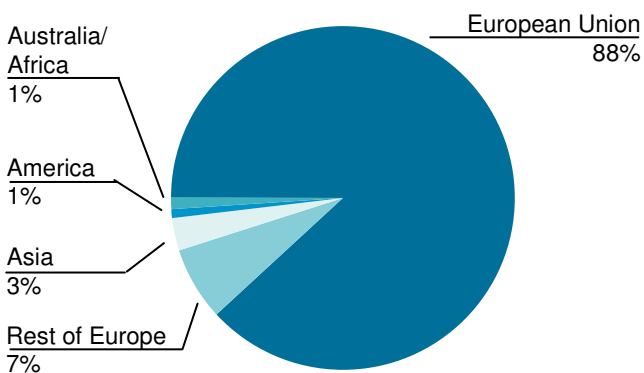
	Total	Germany	International
Exhibitors	803	294	509
Gross exhibition space in m <sup>2</sup>	59,300		
Net exhibition space hired in m <sup>2</sup>	32,298	15,795	16,503
Special show space in m <sup>2</sup>	810	810	-
Visitors	29,512	15,641*	13,871*

\* determined by registration

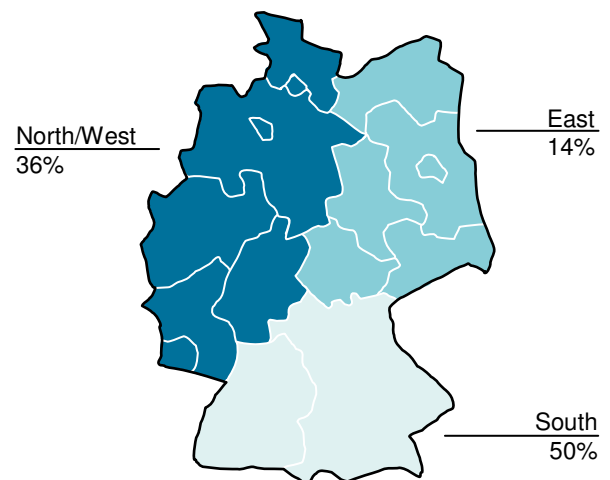
## 2. Origin of visitors

(Source: Registration data)

International	47%
Germany	53%
<hr/>	
	100%



International



Germany

The visitors came to Chillventa 2008 from 92 countries.

### 3. Selected results of visitors survey

#### 3.1 Distribution of visitors by sectors

Refrigeration and air conditioning contractors	69%	Plant operators	5%
Plumbing, heating and air conditioning contractors	6%	Architects	1%
Electrical contractors	2%	Building services planners	4%
Supply trade	2%	Other sectors	11%
			<hr/>
			100%

#### 3.2 Position of visitors in company

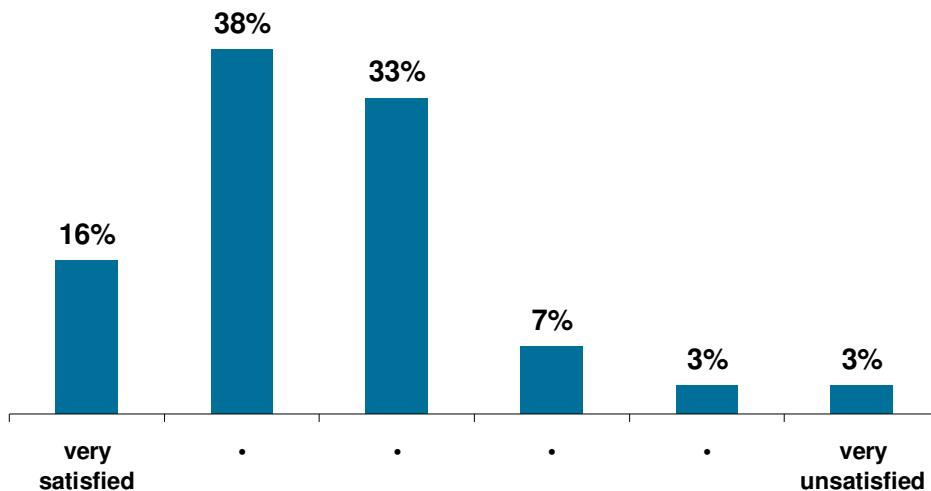
Entrepreneur, partner, freelance profession	18%	Skilled worker	10%
Managing director, board member, head of authority, etc.	9%	Master tradesman	5%
Senior department head, authorized officer	5%	Lecturer, teacher, member of scientific staff	2%
Department head, group head	18%	Trainee	10%
Other salaried staff/civil servant	18%	Other position	1%
		Student	3%
		Other non-employed persons	1%
			<hr/>
			100%

#### 3.3 Reason for visit (multiple answers)

General market orientation	35%	Training/expansion of knowledge	37%
Preparation for investment and purchasing decisions	9%	Experience/information exchange	36%
Cultivation of business contacts	33%	Observation of competitors	16%
Initiating business contacts	23%	Influence on product development	14%
Information about new products	55%	Conclusion of contracts/purchases	4%
		Other reasons	5%

### 3.4 Visitors' satisfaction with exhibits

(very satisfied ... very unsatisfied)



### 3.5 Main interest in following product segments (multiple answers)

Refrigeration	62%	Applications	25%
Components for refrigeration, air conditioning, ventilation and heat pumps	55%	C&I/automation	18%
Working materials	12%	Accessories	25%
Insulation	15%	Services	10%

### 3.6 Purchasing authority

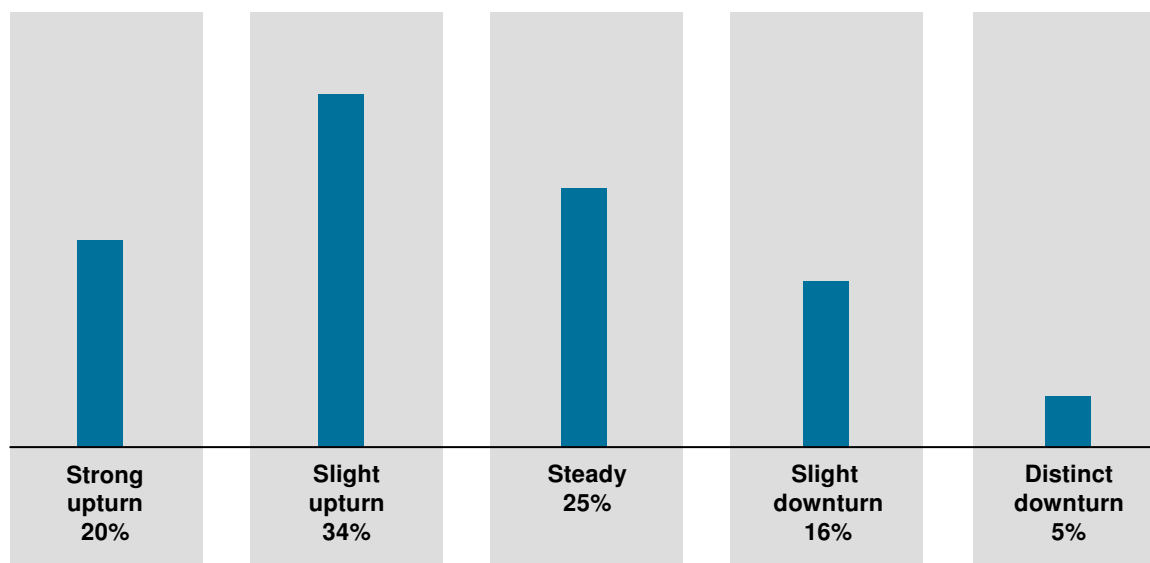
85% of visitors are involved in purchasing decisions in their company.

### 3.7 Information and contact opportunities on the stands

96% of visitors were satisfied with the opportunities for obtaining information and establishing contact.

### 3.8 Opinion of present economic situation

(at the time of exhibition in October 2008)



### 3.9 Intention to visit next Chillventa

53% of visitors plan to visit the next Chillventa in 2010.

## 4. Selected results of exhibitors survey

### 4.1 Associated with following product segments (multiple answers)

Refrigeration	27%	Applications	11%
Components for refrigeration, air conditioning, ventilation and heat pumps	40%	C&I/automation	8%
Working materials	3%	Accessories	14%
Insulation	6%	Services	12%

## 4.2 Aims of exhibiting (multiple answers)

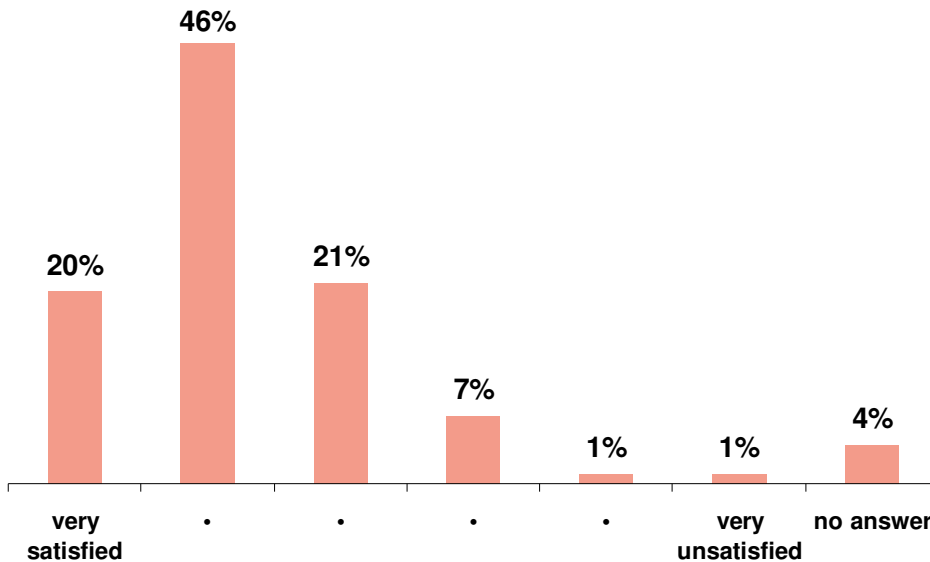
General provision of information about products	76%	Winning new customers	87%
Information about new products	68%	Direct sales	51%
Image cultivation/representation	76%	Observation of competitors	63%
Exchange of views	62%	Other aims	10%
Cultivation of customer relations	79%		

## 4.3 Overall success of exhibiting

95% of exhibitors were satisfied with the overall success of exhibiting.

## 4.4 Satisfaction with organization and service

(very good ... very poor)



## 4.5 Follow-up business

87% of exhibitors expect noticeable follow-up business from contacts made during the event.

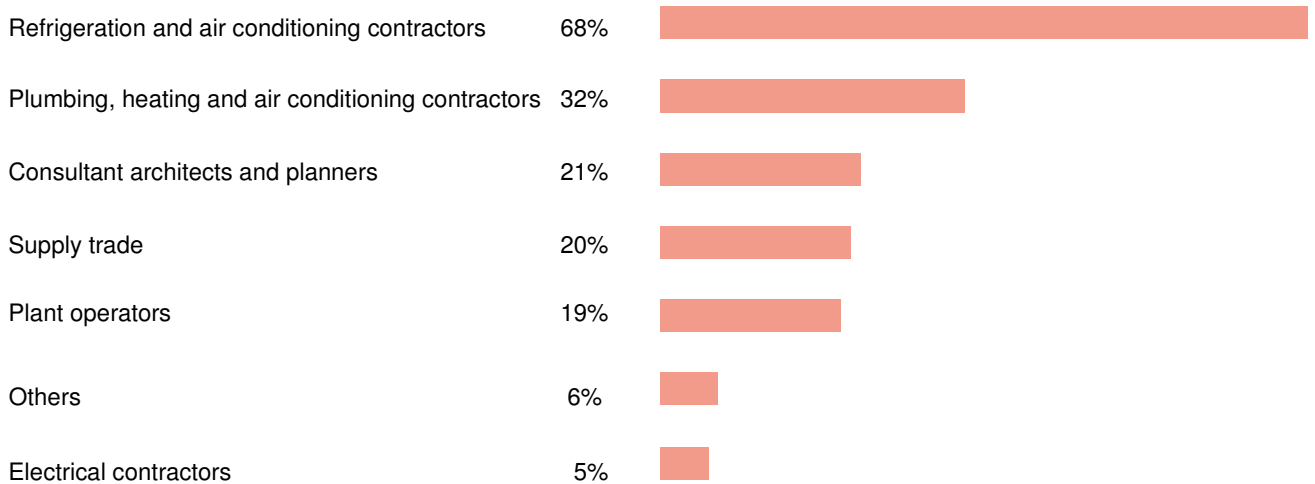
## 4.6 New business relations

94% of exhibitors established new business relations.

## 4.7 Target group accuracy

96% of exhibitors reached their major target groups during Chillventa 2008.

## 4.8 The exhibitors received visitors from the following segments (multiple answers)

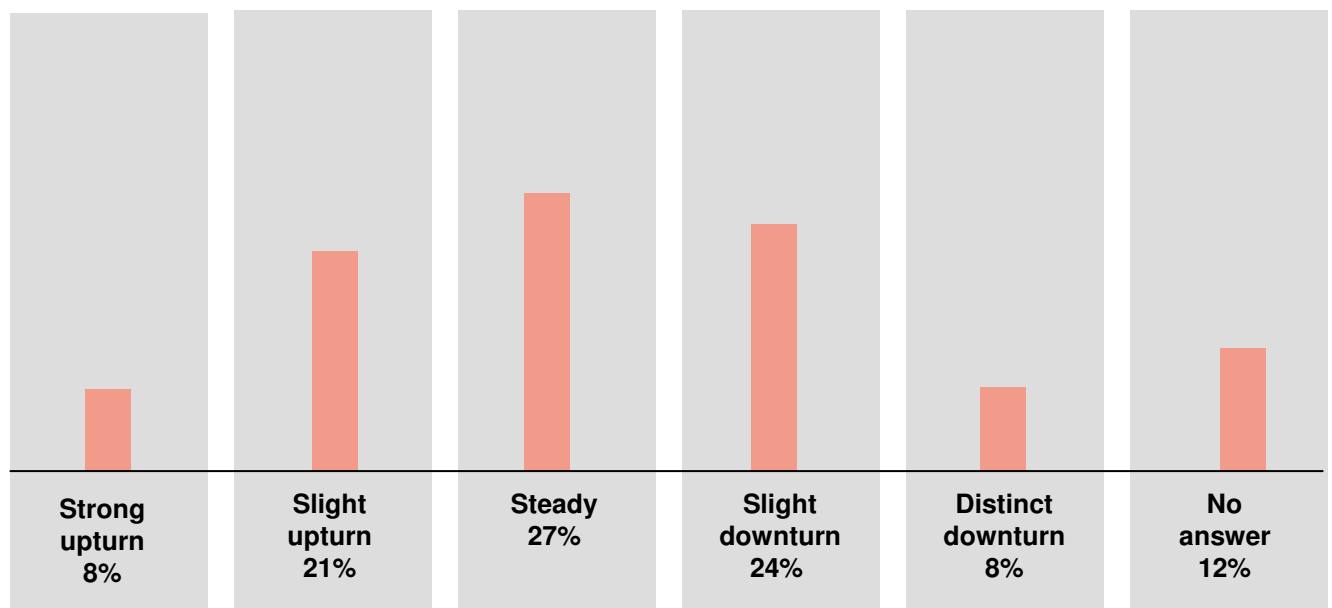


## 4.9 Intention to exhibit at the next Chillventa

69% of exhibitors plan to exhibit again at Chillventa 2010.

## 4.10 Opinion of present economic situation

(at the time of exhibition in October 2008)



## 6. Miscellaneous

The representative interviews were carried out by an independent market research institute.

The structural data is verified and certified by FKM , the Society for Voluntary and Independent Control of Fair and Exhibition Statistics, Berlin. Information about FKM is available at [www.fkm.de](http://www.fkm.de).

This analysis is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, tel +49(0)911.8606-0, fax +49(0)911.8606-8228, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

19 February 2009

NürnbergMesse GmbH  
- Exhibition Management -

**Termin vormerken!**  
**Note the date!**

Nürnberg, Germany

**13.–15.10.2010**

**CHILLVENTA**  
**Nürnberg 2010**

Internationale Fachmesse

Kälte ♦ Raumluft ♦ Wärmepumpen

International Trade Fair

Refrigeration ♦ Air Conditioning and Ventilation ♦ Heat Pumps

**Verpassen Sie nicht**  
**das nächste Messe-Ereignis!**  
**Don't miss the next exhibition!**

**NÜRNBERG / MESSE**