



sps

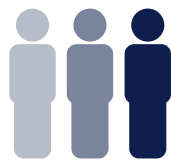
mesago

# Analysis 2023

Messe Frankfurt Group

# Overview

**128,000 m<sup>2</sup>**  
exhibition space



**50,081**  
visitors

28% of which were international



**1,229**  
exhibitors

38% of which were international



**165**  
forum  
presentations



**5,380**  
forum participants

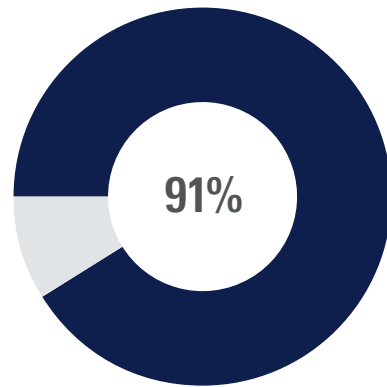
24% of which via the digital event platform

**Save the date:**  
**12 – 14.11.2024**

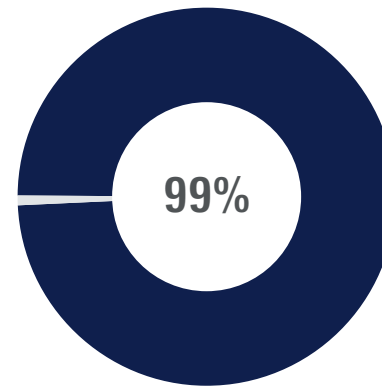
# Exhibitors



## Level of Satisfaction



91% of the exhibitors were satisfied with their participation.

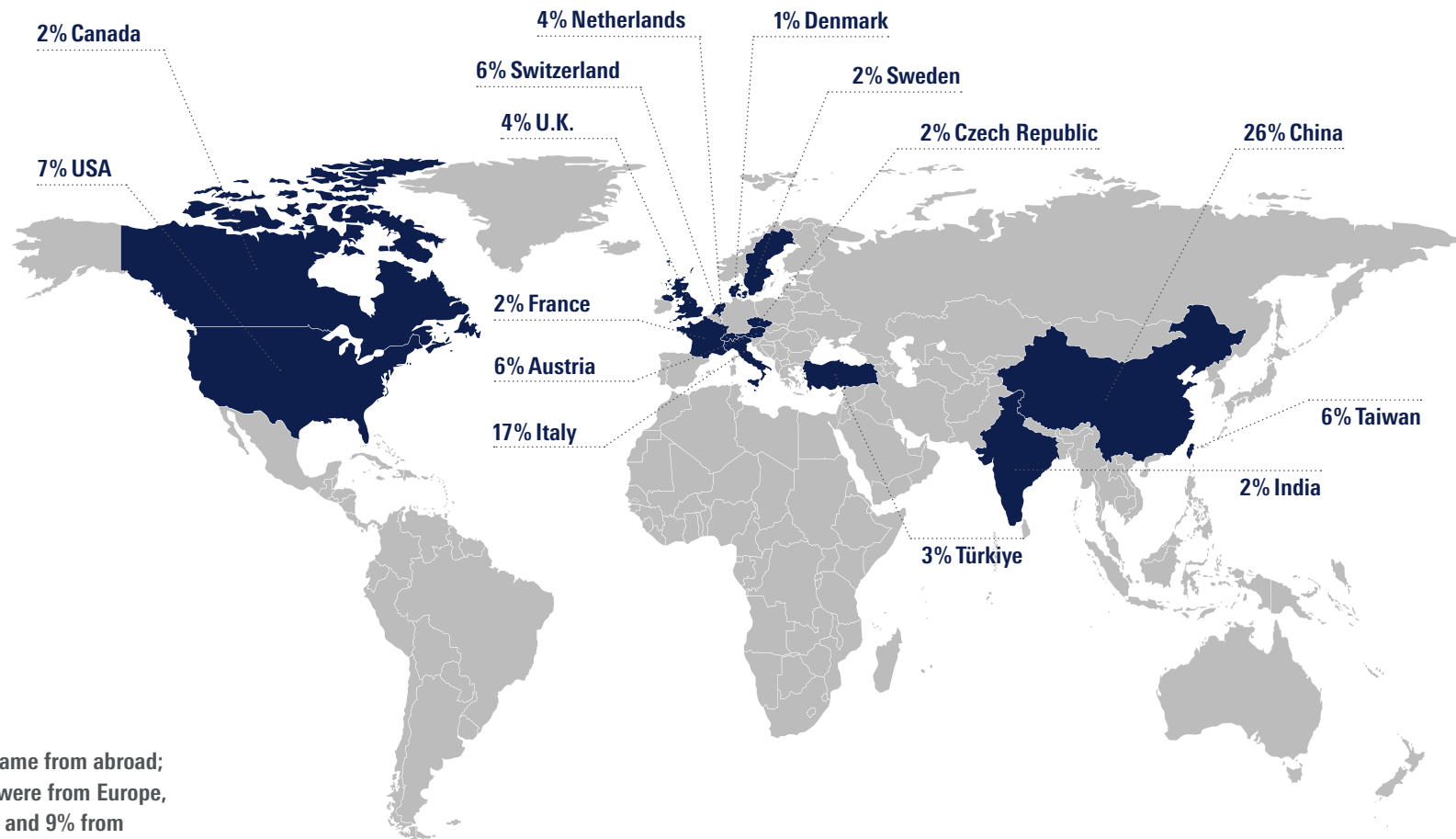


99% of the exhibitors rate the SPS as important for their company.

# Exhibitors



Origin of the top 15 international exhibitors by country



38%

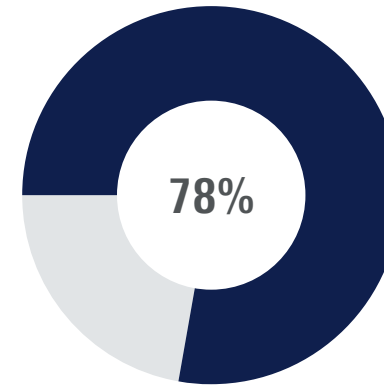
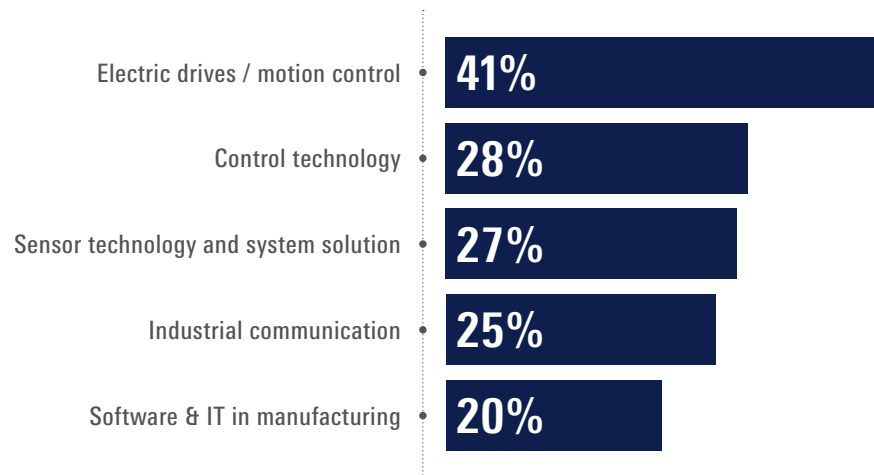
of exhibitors came from abroad;  
71% of which were from Europe,  
21% from Asia and 9% from  
America.

→ For a complete list of exhibitors, please visit the [SPS website](#).

# Exhibitors



Top 5 exhibition topics\*:



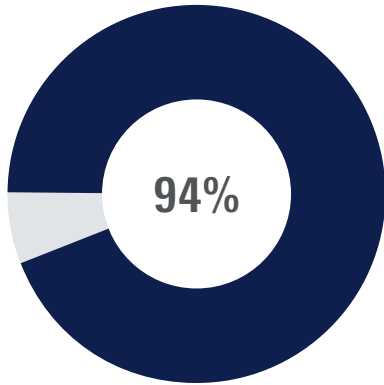
of the exhibitors have already participated in the SPS several times.

\*Multiple answers possible

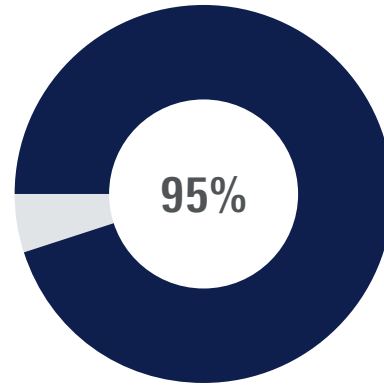
# Visitors



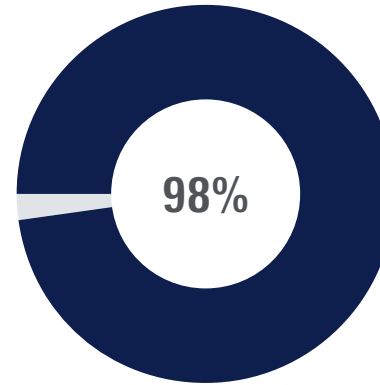
## Level of Satisfaction



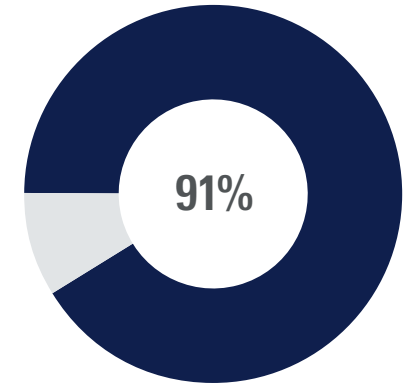
of visitors would visit the SPS again.



of visitors will recommend the SPS to others.



of the visitors were very satisfied or satisfied with their visit.



of the visitors rate the SPS as important for their company.

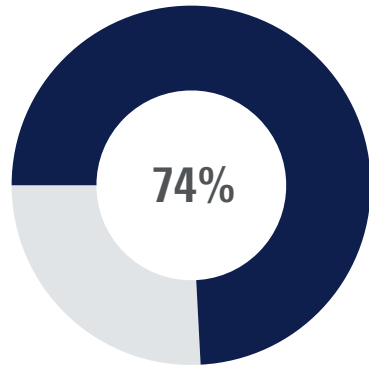
» A fantastic trade fair with sophisticated innovations and realistic practical examples for the industry, ideal for networking with experts. «

Trade show visitor at SPS 2023

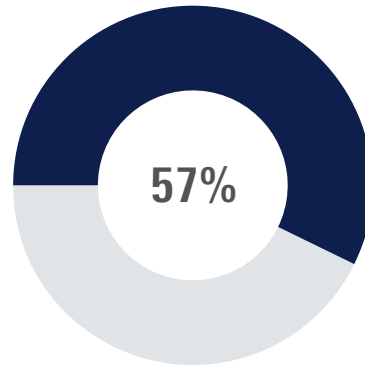
# Visitors



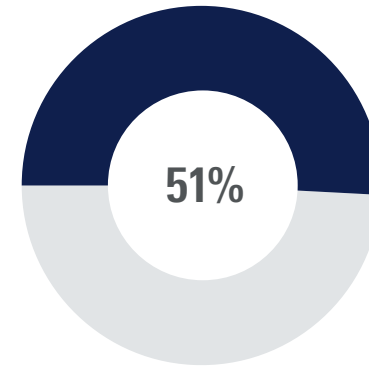
Top goals of the trade fair visitors\*



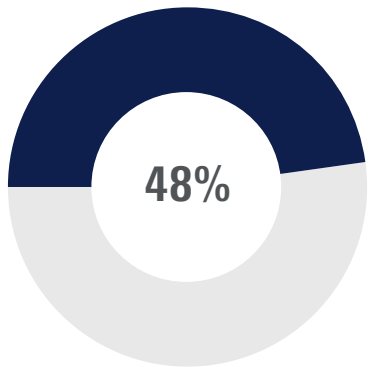
Information on new products and trends



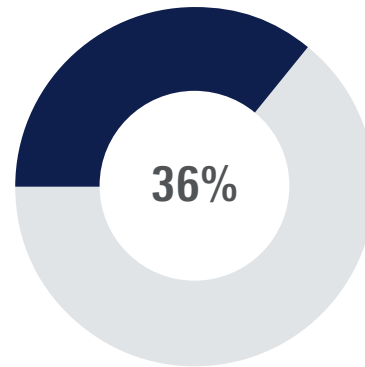
Exchange of experience and information



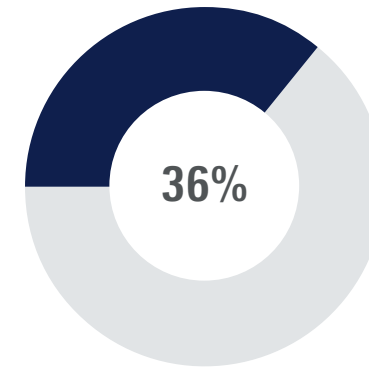
Procure an overview of the market



Care of existing business relationships



Building new business relationships



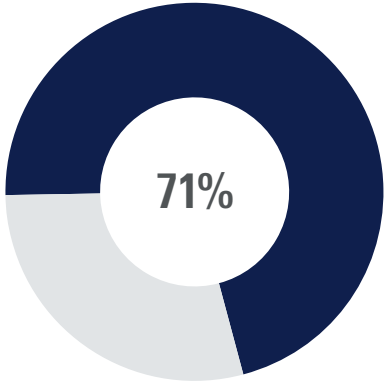
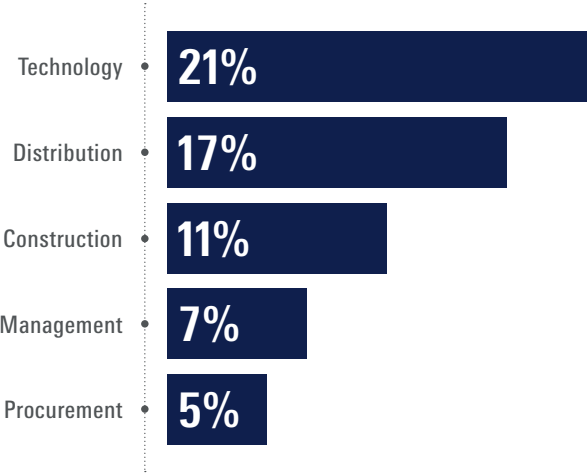
Looking for concrete products / solutions

\*Multiple answers possible

# Visitors



## Top business sectors of visitors to the fair



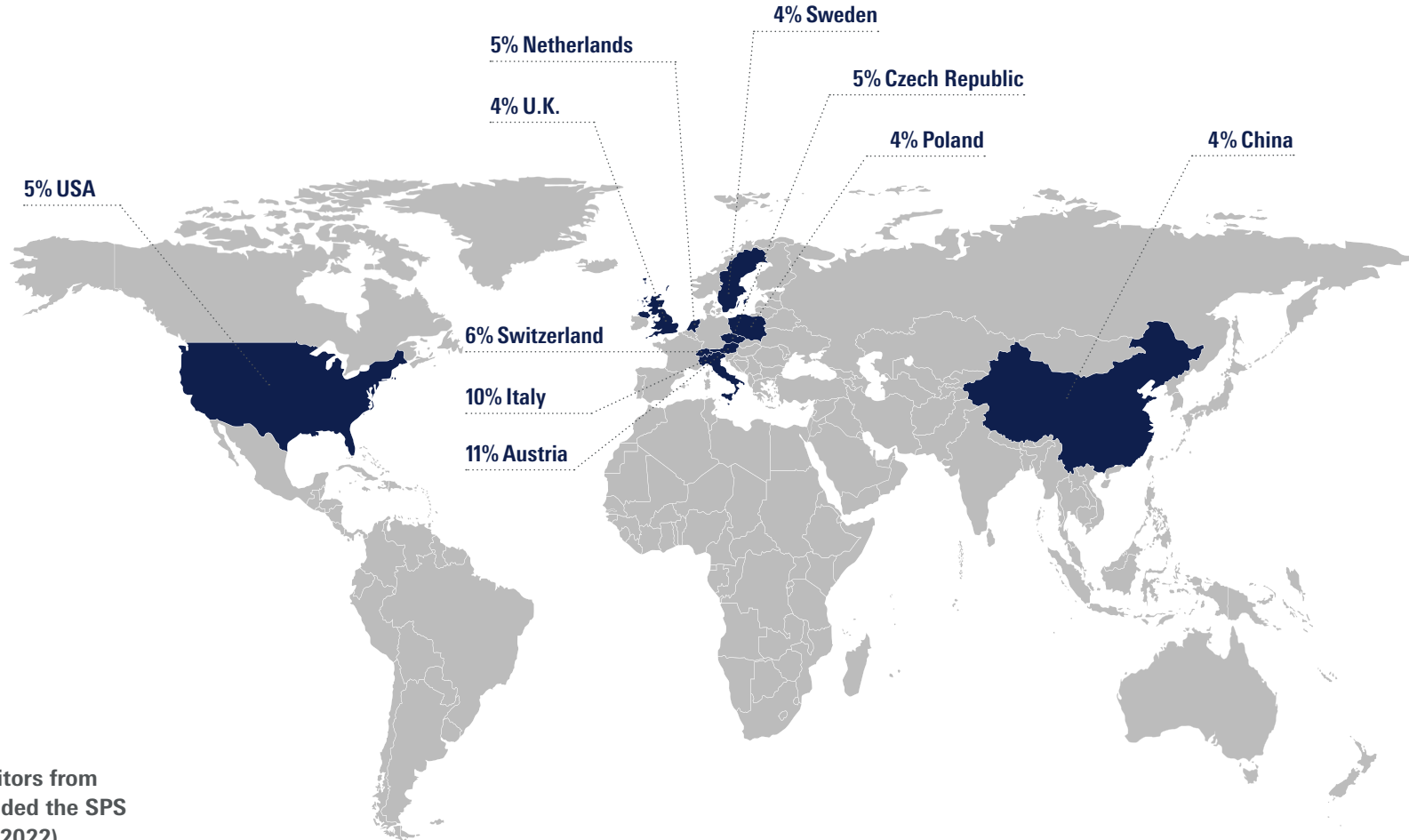
of visitors present are involved in procurement decisions in their company.



# Visitors



Origin of international visitors by country in percent:



28%

visitors came from abroad

+27%

27% more visitors from the USA attended the SPS (compared to 2022).

# Visitors



## Top 10 Industries

