

## Findings from the online survey of exhibitors at drinktec 2013

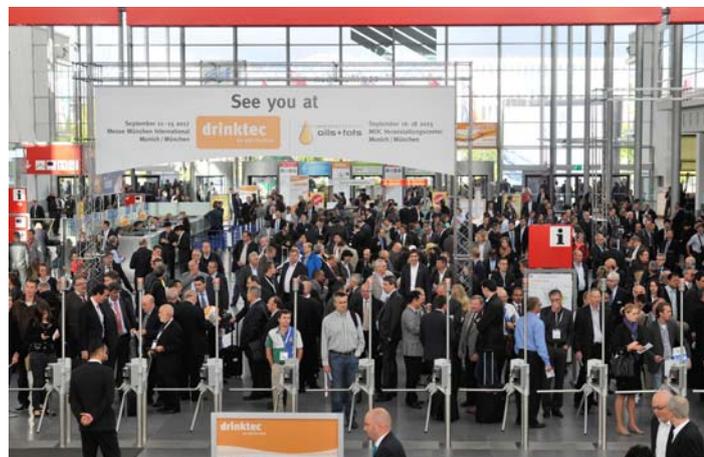
Dear Sir or Madam,

First of all thank you to all those who took the time to take part in our online survey of exhibitors at drinktec 2013. We very much appreciate your input and you can be assured that your ideas and comments are a key part of our further development of the trade show. In our survey the themes addressed were in particular the running time of the show, opening times, set-up and dismantling and placement. And on these issues we would like to give you a preview of what to expect at drinktec 2017.

### Running time / Opening times

The feedback from our exhibitors underlines the fact that for very many exhibitors the Monday and the Friday of the show were both good and therefore important days, generating additional leads. We are aware that perceptions of visitor numbers can differ and therefore we reach our decisions on running time based on the overall findings from the exhibitor and visitor surveys. After drinktec 2009, for example, we decided not to continue having the Saturday as a trade-show day. We therefore see no reason at this present moment to make further changes to the running time of the show.

With 66,886 visitors from 183 countries, drinktec 2013, the World's Leading Trade Fair for the Beverage and Liquid Food Industry, exceeded all expectations and satisfaction among the exhibitors and visitors was very high. For example, 98 percent of the visitors rated the show as "excellent to good" and 92 percent of the exhibitors praised the quality of the trade visitors. As compared to the previous drinktec in 2009, the 2013 edition showed a significant rise in visitor numbers, of



14 percent. In terms of the international scope of drinktec 2013, the show again ventured into new dimensions, over and above the already high level achieved in 2009. The proportion of visitors from outside Germany rose again, from 57 to 62 percent, and in absolute figures these international visitors coming to Munich numbered 41,213. In terms of international participation drinktec is truly unique and the 2013 show once again underlined the status of the show as the world's leading trade fair for the sector.

The findings from the visitor survey of 2013 also showed the following: Of the 62 percent of visitors from outside Germany, 37 percent came from outside Europe, and over 70 percent traveled to the show from a distance of more than 300 kilometers. 95 percent of all the visitors regard drinktec, which takes place only every four years, as the world's leading trade fair, and that as a result over 60 percent of the visitors dedicate several days to the

show and its exhibitors. This investment on the part of the visitors underlines the importance of drinktec for the sector and among the international visitors in particular the current running time of the show is perceived as excellent.

Messe München GmbH together with the Advisory Board of drinktec 2017, which represents the interests of all exhibitors, will nevertheless be looking closely at the question of the daily opening times and discussing and examining the possibility of making an adaptation.

### **Set-up and dismantling**

Set-up and dismantling presents a great logistical challenge. In particular as regards the limited space that is available in the delivery courtyards. Nevertheless it must be ensured that all exhibitors can drive up to the exhibition halls and unload their vehicles. For this reason and in the interests of general safety, it is necessary to limit vehicle access to the site during the last two days of set-up and restrict the time vehicles can spend there by imposing a deposit regulation. For reasons of capacity it is not possible to extend the time transport vehicles can spend on site.



Ensuring our exhibitors get the best possible service is very important to us. For drinktec 2017 we, together with the relevant departments and service companies, will make every effort to make set-up and dismantling even more efficient and trouble-free, for all participants. To ensure an even higher quality in the service offering in future, Messe München GmbH is currently engaged in agreeing "service levels" with its service partners. With the help of these service levels we should be able in future to guarantee even more that inquiries from exhibitors via the service partners are processed rapidly and reliably and that they are then correctly implemented.

We would like to take this opportunity of also asking you to familiarize yourself ahead of the show with the Traffic Guide and to pass this on to your stand-building partners. This guide gives you the information you need for travel to and from the show and for efficient planning of set-up and dismantling.

### **Placement**

We would ask that you note your placement requests and comments on placement in the application documents for drinktec 2017. The application documents will be sent out by post in autumn 2015, from which time they will also be available for download from our website. We recommend you send in your application before the start of placement (which begins in early 2016), so that we can take your wishes into account as best as possible. If an exhibitor wants to book the same space as he occupied at the previous event, and if he does this in good time, i.e. applying before the start of the placements

phase, then we will do all we can to comply with this wish. As the organizer of the show, we see it generally as our task and at the same time as a challenge to meet the placement requests of all exhibitors and to implement these as best as possible.

We regret if any exhibitor was unhappy with the design of a directly adjacent booth. All exhibitors are allowed to build up to a height of 5 meters in the case of single-story booths and 6 meters in two-storey constructions. Part of the success of drinktec is due to the attractive booths and exhibits that the exhibitors show. In fact 97 percent of visitors rated the booth designs/presentations of the exhibitors as "excellent to good". Well presented and well thought out stand designs are important for the positive perception and the quality of the show overall. As the organizer of this trade show, we ask all exhibitors to plan for an open booth design and we address this actively in advance with our exhibitors. We found the booths at drinktec 2013 to be highly successful overall, and open in design. However, we did also note that in the case of some booths the design was too closed. For drinktec 2017 therefore we are aiming to convince all exhibitors that an open booth design supports not only the overall presentation quality of the exhibition, but that it also enhances their own success at the event.



### Some of the things we are working on now ahead of drinktec 2017

**Noise regulation:** At a trade show, particularly when exhibits are being shown there live and in operation, a certain level of noise is unavoidable and permissible. Apart from this however, we will be re-thinking the regulations on noise for drinktec 2017.

**Exhibitor services:** drinktec offers its exhibitors an extensive portfolio of technical, marketing, media and other services. For drinktec 2017 we will be relaunching our website and the Exhibitor Center, and optimizing the communication of our services, in order to make your preparations for the show as easy as possible.

### Facts and impressions on drinktec 2013

- [drinktec figures and ratings](#)
- [drinktec film](#)
- [drinktec photo gallery](#)