Post-show Report
maintenance Dortmund 2019
Show profile for maintenance Dortmund 2019

5,336*
Trade visitors

220
Exhibitors

Compared to maintenance Dortmund 2018

- The number of exhibitors increased by 15%.
- The number of trade visitors increased by a total of 32%.*
- Co-located with the trade show for pumps, valves & industrial processes – PUMPS & VALVES Dortmund 2019.

Growth in visitor numbers 2010 - 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Trade visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>991</td>
</tr>
<tr>
<td>2011</td>
<td>1,137</td>
</tr>
<tr>
<td>2012</td>
<td>1,085</td>
</tr>
<tr>
<td>2013</td>
<td>2,363</td>
</tr>
<tr>
<td>2014</td>
<td>2,674</td>
</tr>
<tr>
<td>2015</td>
<td>2,501</td>
</tr>
<tr>
<td>2016</td>
<td>3,338</td>
</tr>
<tr>
<td>2017</td>
<td>4,041</td>
</tr>
<tr>
<td>2018</td>
<td>4,310</td>
</tr>
<tr>
<td>2019</td>
<td>5,336*</td>
</tr>
</tbody>
</table>

Growth in exhibitor numbers 2010 - 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>80</td>
</tr>
<tr>
<td>2011</td>
<td>100</td>
</tr>
<tr>
<td>2012</td>
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<td>2013</td>
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<td>2017</td>
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</tr>
<tr>
<td>2018</td>
<td>288</td>
</tr>
<tr>
<td>2019</td>
<td>300</td>
</tr>
</tbody>
</table>

* together with PUMPS & VALVES Dortmund 2019

Origin of the trade visitors to maintenance Dortmund 2019

Details about the visitor demographics - 5,336 visitors from 26 countries

- 97% Germany-wide
- 2.3% EU countries
- 0.7% Non-EU countries

Every fifth visitor came from outside of NRW.

77% = Areas 3, 4, 5
17% = Areas 6, 7, 8, 9
6% = Areas 0, 1, 2

maintenance Dortmund once again strengthened its position as Germany’s leading trade show for industrial maintenance.
**Visitor profiles**

**New and returning visitors**

- 60% of the trade visitors were attending maintenance Dortmund for the first time.
- 40% of the trade visitors had been to the show repeatedly.

The exhibitors at maintenance Dortmund not only made new contacts but also strengthened existing business relationships. An ideal mix for successful business resulting from the show.

**Size of visitors’ companies / Number of employees:**

- 23% Small businesses (up to 50)
- 34% Mid-size (51 - 500)
- 43% Large enterprises (501+)

maintenance Dortmund is a meeting place for the entire industry and draws visitors from small and medium-sized companies as well as large corporations.
Visitor profiles

The top 10 visitor industries

Visitors from all relevant sectors of the maintenance industry are represented at maintenance Dortmund.

Visitor job functions

Specialist / Technician / Maintenance specialist 32%
Head of department / group leader / Project manager 32%
Engineer / Planner / Designer / Developer 13%
Owner / CEO / Managing director / Member of the executive board 10%
Area manager / Operations manager / Plant manager 9%
Student / Trainee / Pupil 4%
Visitor survey

Investment decision-makers

80% of the trade visitors are decision-makers or take part in purchasing and procurement decisions on behalf of their companies.

Plans to make investments in the next 6 months

- 43% YES
- 57% NO

Amounts of the investments planned for the coming year

- Over EUR 250,000: 32%
- EUR 100,000 - EUR 250,000: 13%
- EUR 50,000 - EUR 100,000: 22%
- Up to EUR 50,000: 33%

of the investment projects planned for the upcoming 6 months amounted to over 250 thousand euros.
Visitor survey

Reasons visitors gave for attending

Trade visitors use maintenance Dortmund in particular to search for new products and specific products and solutions, as well as to get a general overview of the market.

- Looking for new products / specific products and solutions: 41%
- Getting a general overview of the market: 26%
- Initiating new business relationships: 16%
- Strengthening existing business relationships: 11%
- Lectures, conferences, networking: 6%

95% of the visitors emphasise the good to very good quality of the discussions conducted at the exhibitors’ stands.

Evaluation of trade show success

- Looking for new products / specific products and solutions: 72% of the trade visitors rated their achievement of this goal as either very good or good.
- Getting a general overview of the market: 85% of the trade visitors rated their achievement of this goal as either very good or good.
- Initiating new business relationships: 74% of the trade visitors rated their achievement of this goal as either very good or good.

87% of the trade visitors rated the combination of maintenance Dortmund with the show for industrial pumps, valves and processes – PUMPS & VALVES Dortmund – as very good or good.
Sampling of trade visitors 2019

maintenance Dortmund 2019 was attended by representatives of the following companies, among others:

AUDI AG • Beiersdorf • BMW AG • Brauerei Veltins • Caterpillar • Coppenrath&Wiese • Daimler AG •
DB Services GMBH • Evonik Industries • FERRERO OHG mbH • Gerolsteiner Brunnen GMBH & Co. KG •
Kaufland Dienstleistung GmbH & Co. KG • Lanxess Deutschland GmbH • Löscher Bäckerei-Konditorei •
Lufthansa Cargo • MEYER WERFT • Miele & Cie. KG • Porsche Leipzig GmbH • RheinEnergie AG •
Rheinhütte Pumpen GmbH • Robert Bosch GmbH • RWE Power AG • SEW Eurodrive • Siemens AG •
SMS group • Sonepar Deutschland • Thyssenkrupp Steel Europe AG • TRILUX •
TÜV Rheinland Industrie Service • UPS • Vattenfall Wasserkraft GmbH • Vogelsang GmbH & Co. KG •
Volkswagen AG • Warsteiner Brauerei • Zalando SE
Exhibitors

220
The show is characterised by the high quality of business contacts at the stands.

**Exhibitors at maintenance Dortmund 2019**

Take a look [here](#) to see which companies exhibited at maintenance Dortmund 2019.

**Contacts made during the show**

- 18% (< 30 Leads)
- 30% (> 70 Leads)
- 52% (30 – 70 Leads)

**Evaluation of contacts made at the show stand – business expectations**

- 85% of the exhibitors rated the quality of the contacts as very good or good.
- 93% of the exhibitors are pretty confident that orders and contracts will result from the contacts they made at the show.
- 63% (probably)
- 30% (Very probably)
- 7% (probably not)
Conclusions from the visitor and exhibitor survey

Trade visitors

91% of the trade visitors rated maintenance Dortmund as either very good or good.

88% of the trade visitors would very probably or probably recommend visiting the show to others.

84% of the trade visitors plan to attend the show again in the future.

Exhibitors

88% of the exhibitors rated the event as a must attend event for their company.

88% of the exhibitors confirmed that the most important visitor target groups were represented at the show.

89% of the exhibitors rated the event as either very good or good.
Show highlights
Highlights of the exhibition

Exclusive presentation & networking opportunities at the Business Bar, Hall 4

- High-quality package of services before, during and after the show
- Marketing via all the media associated with the show (adverts, flyers, brochures, posters, website, etc.)
- Innovative bar concept combines exhibiting and networking with catering
- Exclusive lounge areas for Premium Partners provide space for in-depth customer interactions

Premium Partners of maintenance Dortmund 2019

HANSA FLEX

Werthenbach
Kompetenz, die bewegt
Highlights of the exhibition

Two informative show days with a packed programme

- Over 60 expert lectures
- 2 conferences in parallel
- 3 Guided exhibition tours
- 5 open lecture stages

ScienceCenter

High-calibre experts lecturing on the topic „Digital Transformation of Maintenance.“

SolutionCenter

Renowned speakers from exhibiting companies report on innovative products, technologies and solutions.

GuidedTours

Guided tours of the exhibition on the topics of „Collecting operating and status data as a pioneer of data-based maintenance“ and „Data-based planning and control in maintenance – what IT systems can achieve.“

StartUpArea

Presentation of newly founded companies from the areas of maintenance & digitalisation.

Maintenance Dortmund is a unique knowledge centre focused on the latest topics of industrial maintenance.

IND EX® Forum: Fire and explosion protection in maintenance and upkeep

4th Annual Meeting of the Young Professionals: „We shape the future“

4th User Conference: „Smart Maintenance for Smart Factories“
Cooperation and media partners

• Over 30 media partnerships with leading publications and publishing houses
• Continuous press work with trade journals and regional daily and business press – before, during and after the event

Premium media partners

Selection of media partners

Competence partners