



HOME OF IT SECURITY

**EVENT ANALYSIS/
STATUS REPORT 2023**

itsa365.de/en

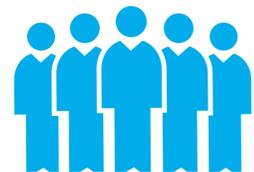
IT-SA SUCCESS FIGURES (1/2)

IT-SA EXPO&CONGRESS



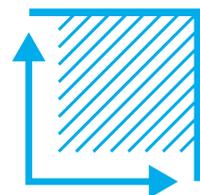
Exhibitors

795



Visitors

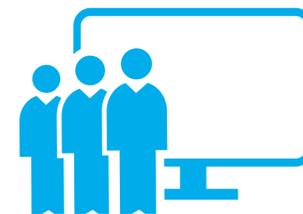
19,449



Exhibition area
(net)

17,031 m²

IT-SA 365

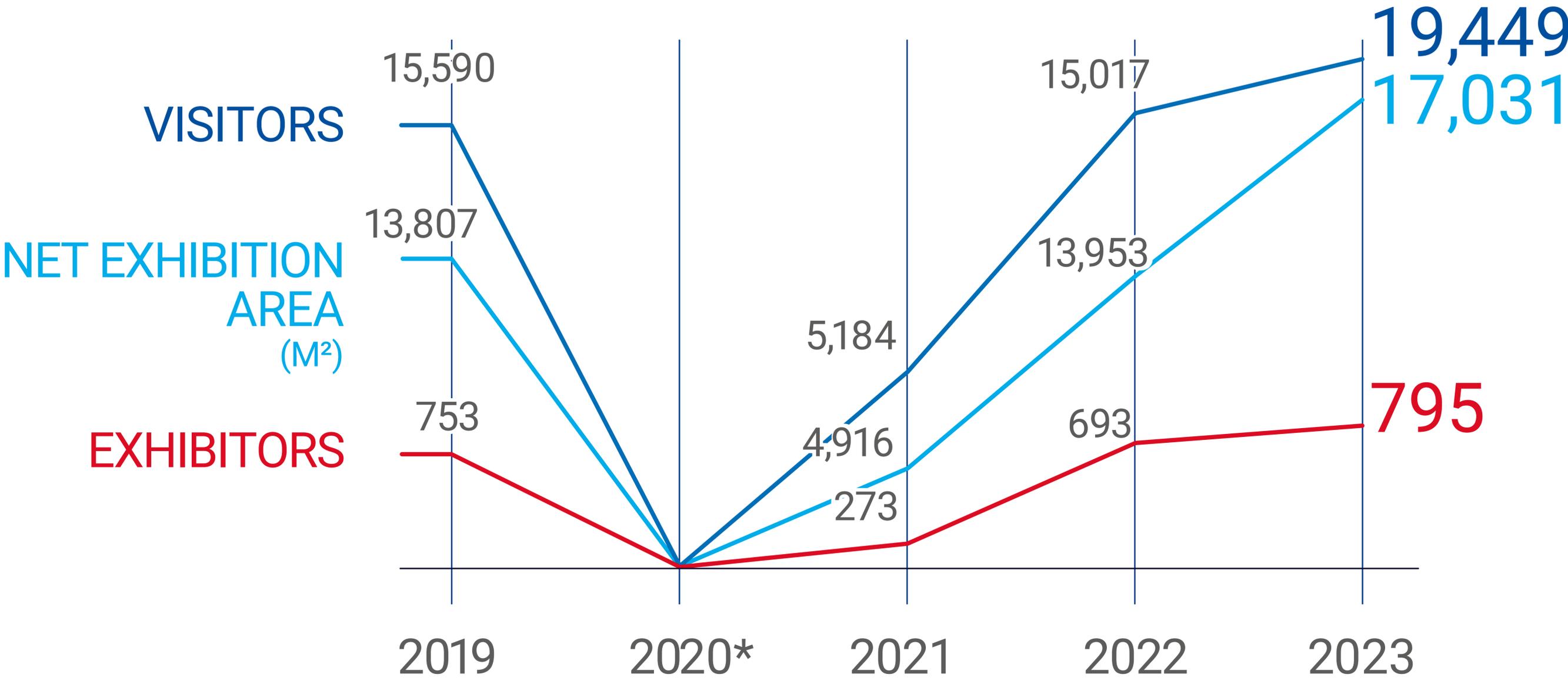


Digital
participants

2,620

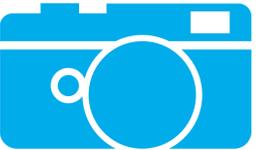
During the trade fair, the it-sa 365 community had access to **23 exclusive hybrid sessions** as part of the **hybrid Expo channel it-sa@home**. Contributions in the international forum were also streamed live via the platform. All content is also available on demand.

IT-SA SUCCESS FIGURES (2/2)



*Cancelled due to pandemic

MEDIA/REACH



134

Accredited media representatives from 4 countries



5,003

Followers



25

Media partners



6,621

Followers (+ almost 10% during trade fair)



42,869

Recipients of visitor mailshots



18,273

Newsletter subscribers

VISITORS BY ORIGIN



Top 5 international

- 1** Austria
- 2** Switzerland
- 3** Great Britain and Northern Ireland
- 4** Netherlands
- 5** Czech Republic

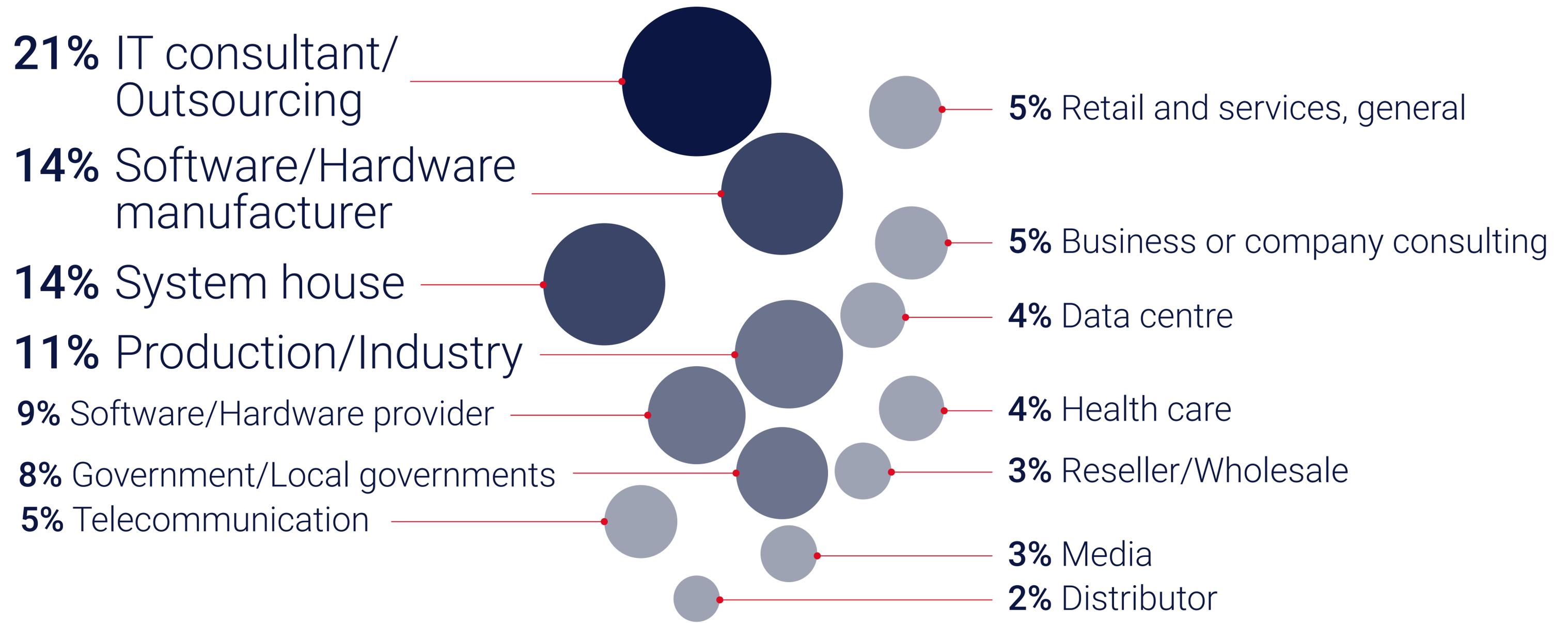
Breakdown within Germany

North/West	East	South
29%	9%	62%

Total number of countries: **55**

Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, VISITORS



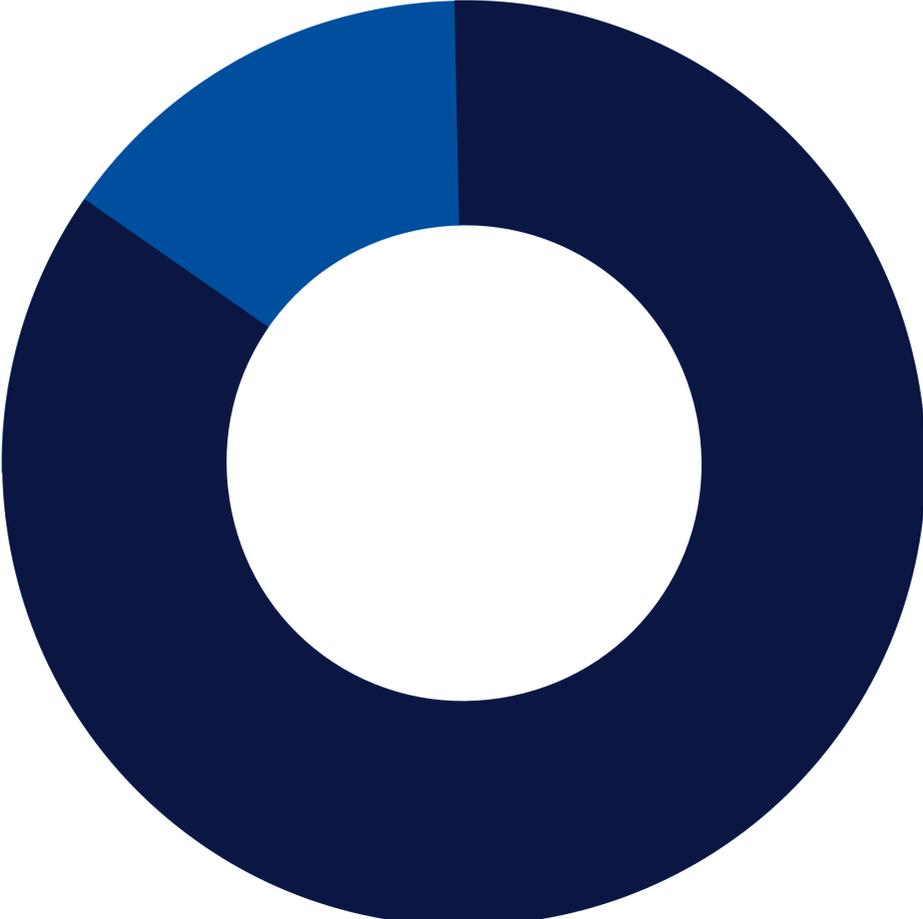
Multiple answers possible; extract

PROFESSIONAL STATUS OF VISITORS



Deviations from 100% possible due to rounding differences.

HIGH-CALIBRE VISITORS



85%

of visitors are **decision-makers** or involved in purchasing and procurement decisions at their company.

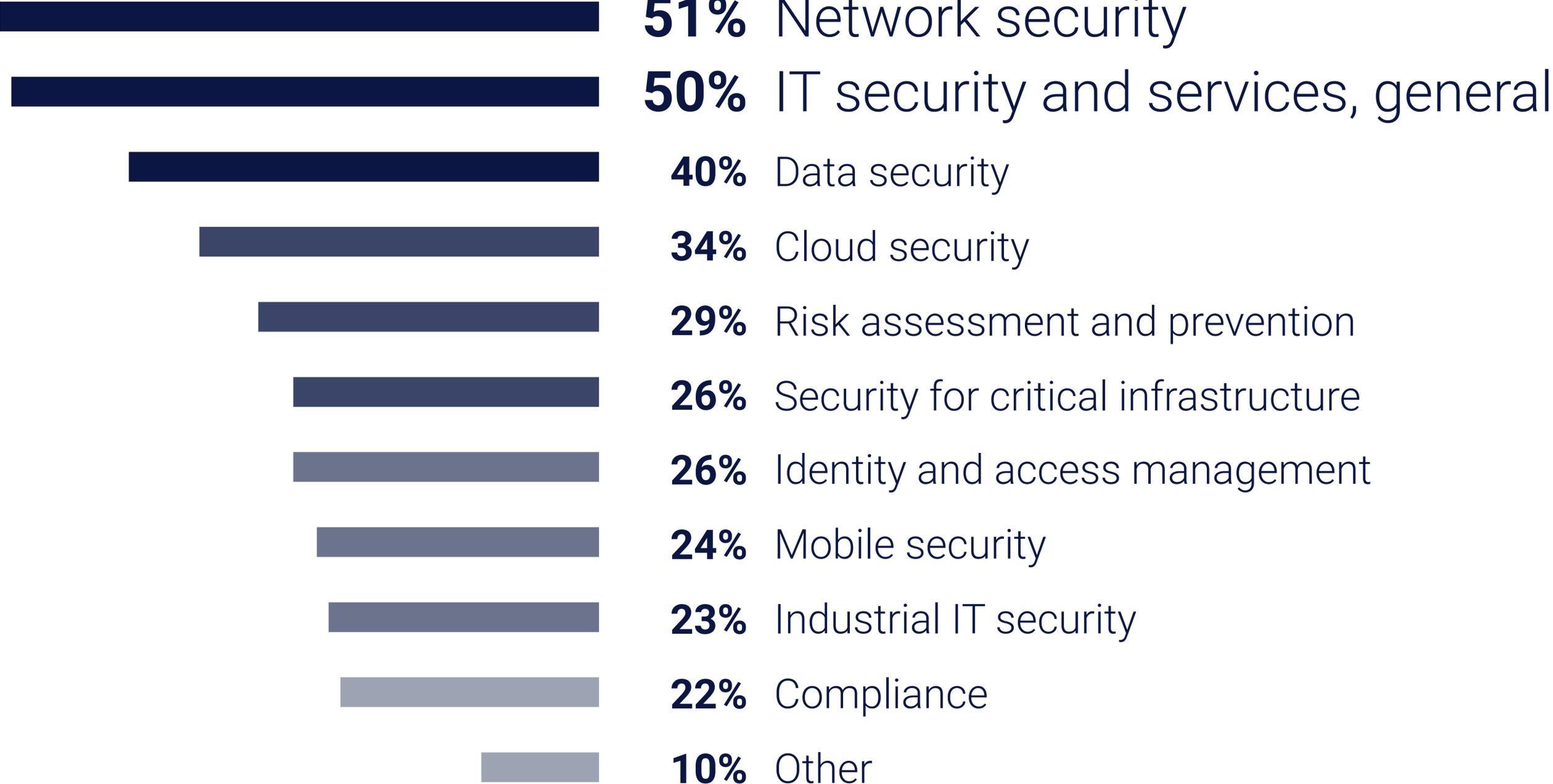


C-level absolute 2022 **2,132**



C-level absolute 2023 **2,567** (+20.4% compared to 2022)

INTERESTS OF VISITORS



Multiple answers possible; extract

TOP MARKS FROM VISITORS



99%

were satisfied
with what it-sa 2023
had to offer



98%

would recommend a visit
to colleagues
and business partners



98%

were satisfied
with their visit
to the trade fair

INDUSTRY BAROMETER

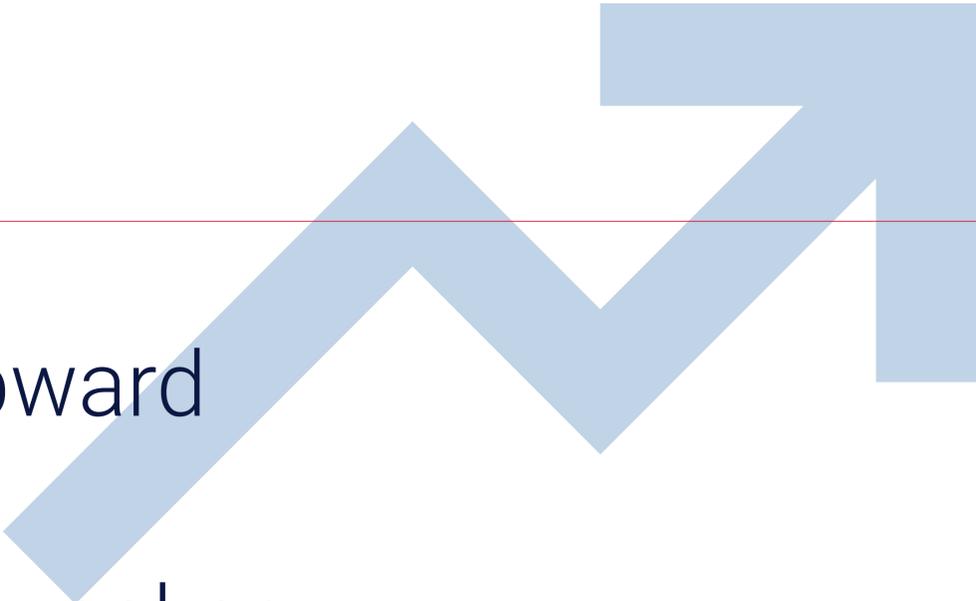
How visitors rate the economic situation in their industry



63% Trending upward

25% Stable

9% Somewhat weaker



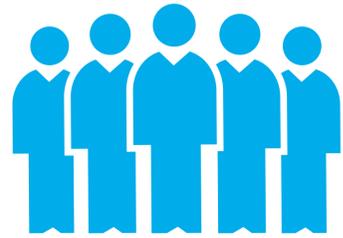
Deviations from 100% possible due to rounding differences.

EXHIBITOR OBJECTIVES



Multiple answers possible; extract

TOP MARKS FROM EXHIBITORS



97%

reached their most
important target groups
during it-sa 2023



96%

made new business
contacts



97%

were satisfied
with their trade fair
participation

INDUSTRY BAROMETER

How exhibitors rate the economic situation in their industry



Deviations from 100% possible due to rounding differences.

IT-SA 365 SUCCESS FIGURES



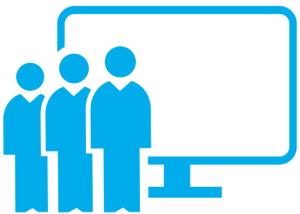
Providers

800



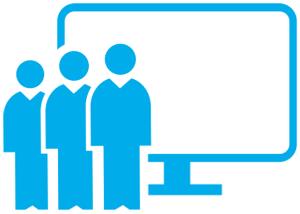
Users

13,368



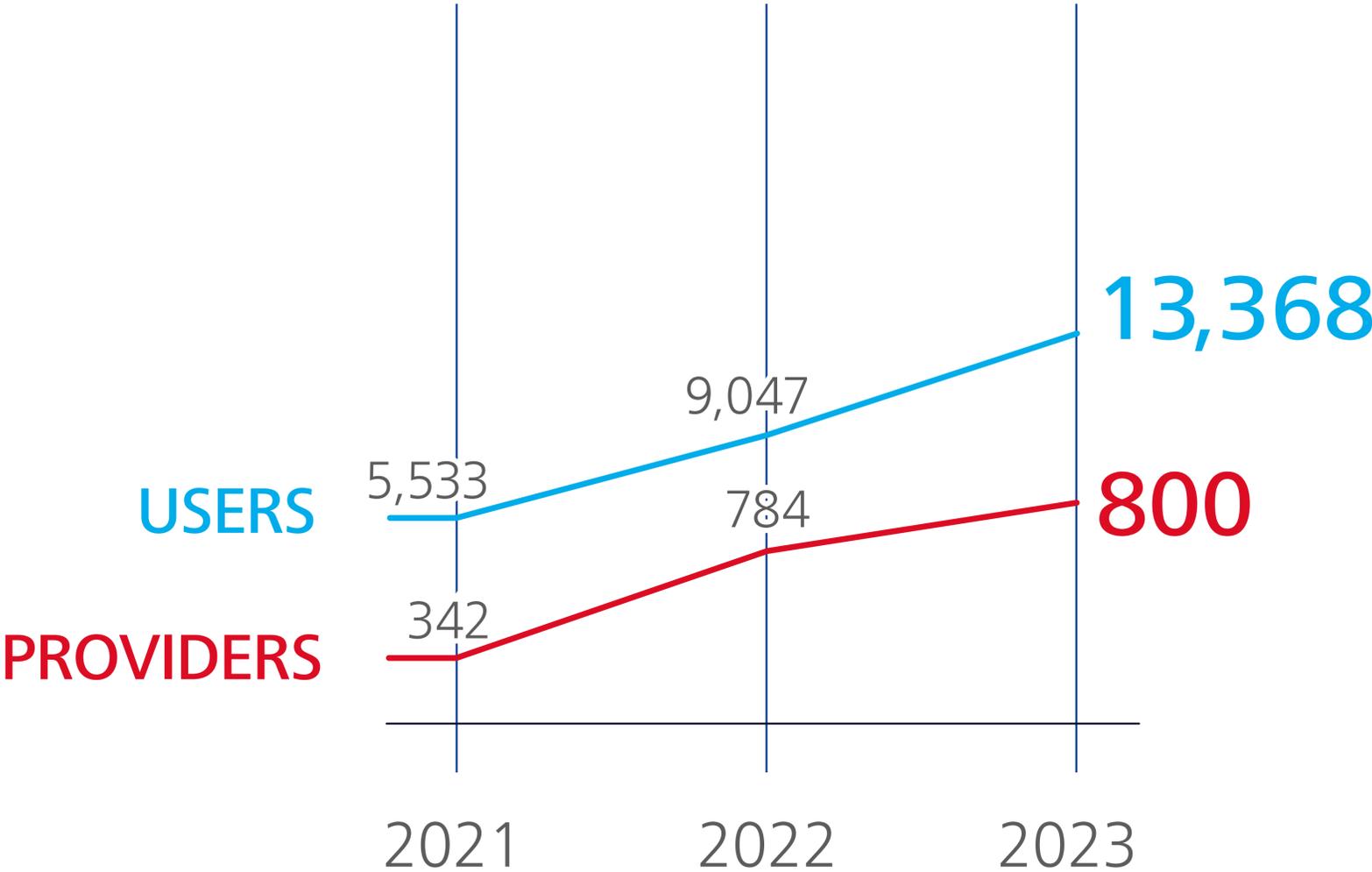
Live participation in actions in 2023
(Average 79 participants/action)

6,900



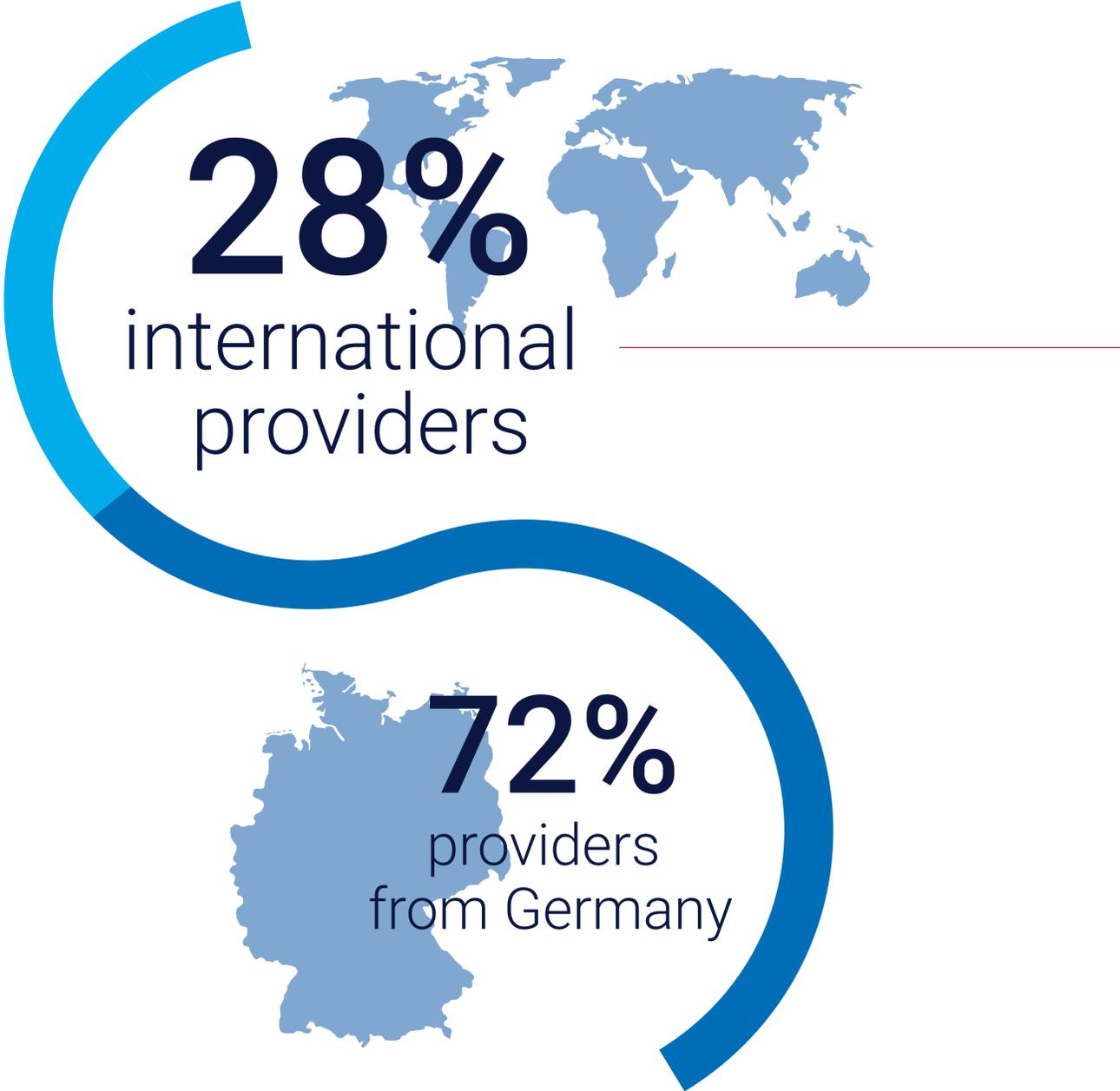
Actions in 2023

87



As at October 2023

PROVIDERS BY ORIGIN



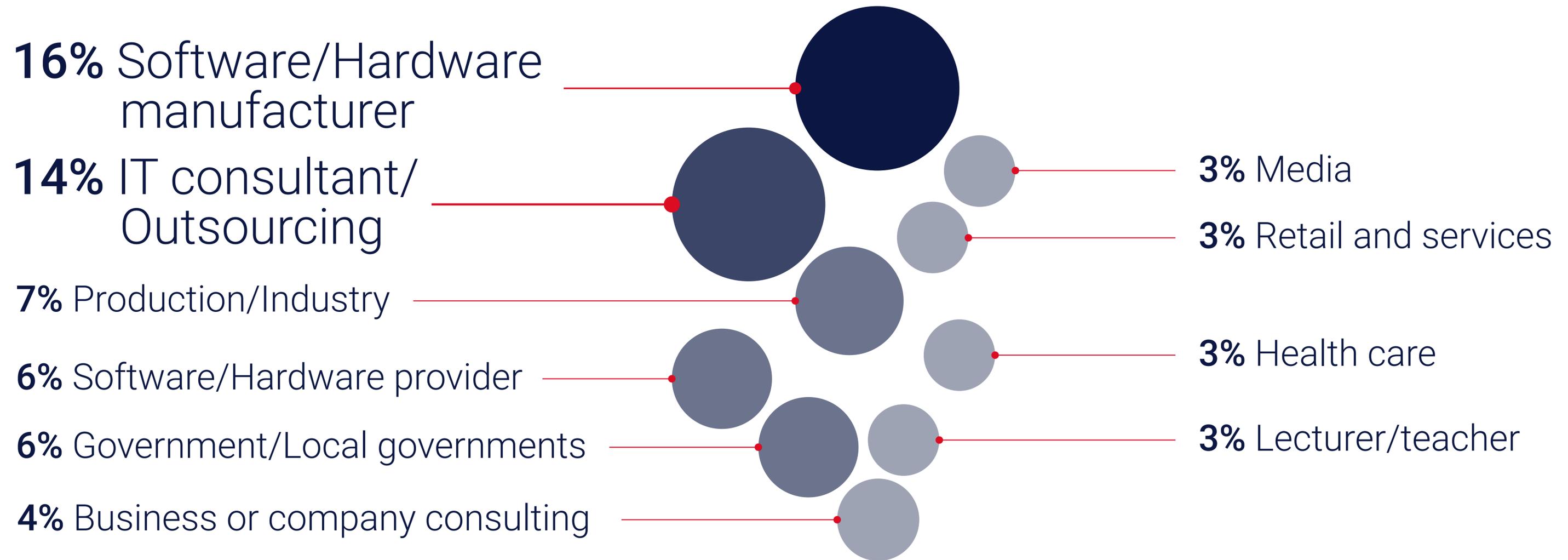
Top 5 international

- 1** United States
- 2** UK
- 3** Austria
- 4** Switzerland
- 5** Israel

Total number of countries: **32**

Deviations from 100% possible due to rounding differences.

TOP BRANCHES OF INDUSTRY, USERS



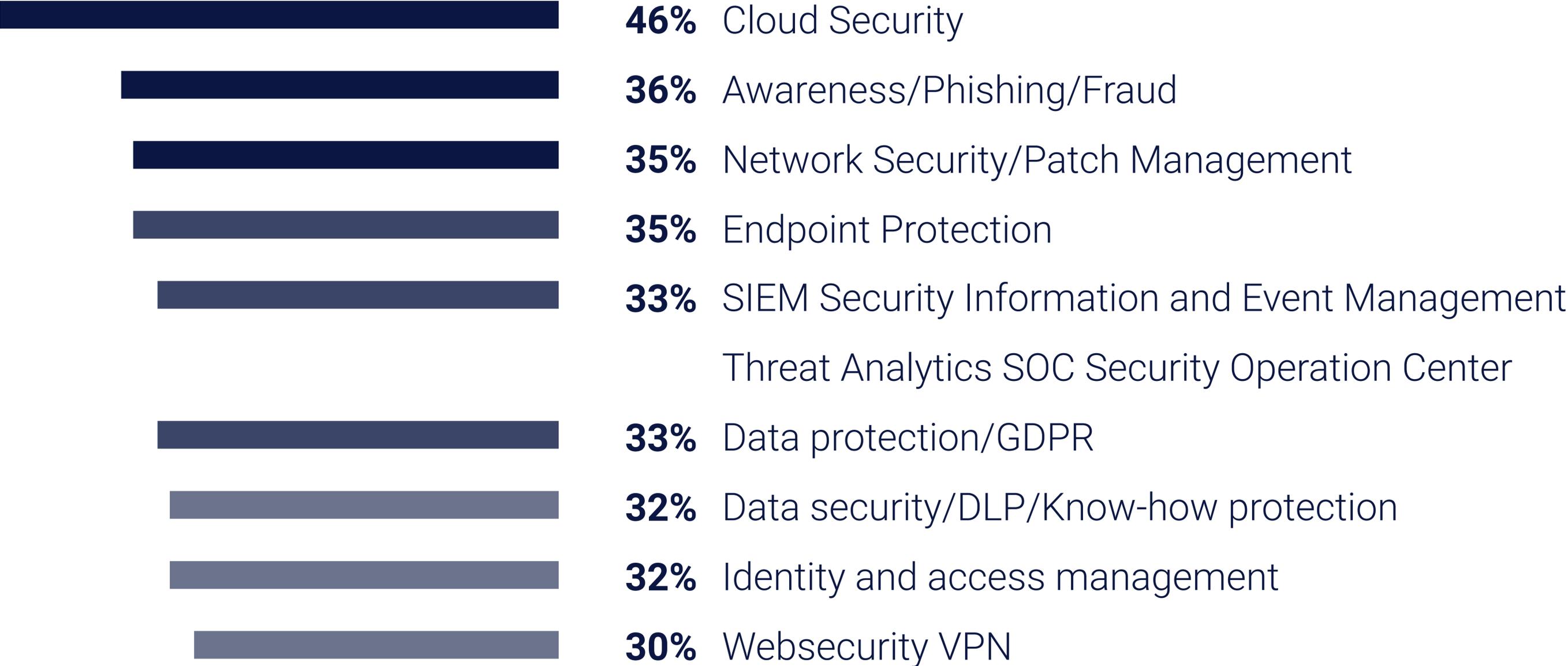
Deviations from 100% possible due to rounding differences.

PROFESSIONAL STATUS OF USERS



Deviations from 100% possible due to rounding differences.

INTERESTS OF USERS (1/2)



Multiple answers possible; extract

INTERESTS OF USERS (2/2)





November 2023, NürnbergMesse GmbH
Deviations from 100% possible due to
rounding differences

Structural data certified by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. For more information on FKM see www.fkm.de.

The representative surveys were performed by a neutral market research institution in accordance with FKM guidelines. The event analysis is also available in German.

Additional detailed results of the surveys may be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.