EXHIBITOR SURVEY
BRIEF ANALYSIS ILA BERLIN 2018

ORIGIN OF EXHIBITORS

National: 62%
International: 38%

MAIN EXHIBITION AREAS
(multiple answers)

Aviation: 52%
Supplier: 32%
Defense & Security: 28%
Space: 27%
Helicopter (civil): 15%
Unmanned Systems: 11%
ILA Career Center: 10%
Digitalization: 5%
Startup (ILA Future Lab): 4%

79% of the exhibitors rated the BUSINESS SUCCESS of their ILA Berlin participation as positive.

59% of the exhibitors presented an INNOVATION and/or a FURTHER DEVELOPMENT at their stand.
PARTICIPATION GOALS AND GOAL ACHIEVEMENT
(multiple answers)

<table>
<thead>
<tr>
<th>Participation goal</th>
<th>Goal importance in %</th>
<th>Goal achievement in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company presentation</td>
<td>84 %</td>
<td>90 %</td>
</tr>
<tr>
<td>Maintaining business relations</td>
<td>75 %</td>
<td>88 %</td>
</tr>
<tr>
<td>Informing professional visitors</td>
<td>73 %</td>
<td>89 %</td>
</tr>
<tr>
<td>Gaining new customers</td>
<td>73 %</td>
<td>72 %</td>
</tr>
<tr>
<td>New contacts and business transactions</td>
<td>37 %</td>
<td>61 %</td>
</tr>
<tr>
<td>Informing private visitors</td>
<td>34 %</td>
<td>72 %</td>
</tr>
<tr>
<td>Introducing new products / technologies</td>
<td>32 %</td>
<td>70 %</td>
</tr>
<tr>
<td>Recruiting specialists / graduates</td>
<td>27 %</td>
<td>54 %</td>
</tr>
<tr>
<td>Investor relations</td>
<td>15 %</td>
<td>49 %</td>
</tr>
</tbody>
</table>

The important participation goals „Company presentation“, „Maintaining business relations“ and „Informing professional visitors“ were achieved for around 90% of the exhibitors.

The QUALITY OF THE TRADE VISITORS at ILA Berlin is rated positively by

73% of the exhibitors expect a positive AFTER FAIR BUSINESS.

83% of the exhibitors.

OVERALL IMPRESSION
POSITIVE
85%

RECOMMENDATION
HIGH
81%

INTENTION TO VISIT AGAIN
HIGH
85%
TRADE VISITOR
BRIEF ANALYSIS ILA BERLIN 2018

ORIGIN OF TRADE VISITORS

95% of trade visitors are satisfied with the OFFER ASSESSMENT at ILA Berlin.

BUSINESS SECTOR

- Aviation: 29%
- Defense & Security: 16%
- Space: 13%
- Research and development: 10%
- Services: 9%
- Maintenance, furnishing, technical services: 6%
- Equipment, materials and accessories: 6%
- Components, appliances and subsystems: 5%
- Maintenance of civil and military aircraft: 3%
- Organizations and associations: 3%
- Materials and semi-finished products: 3%
- Infrastructure: 2%
- Startup (ILA Future Lab): 2%
**VISITING GOALS AND GOAL ACHIEVEMENT**
(Visiting goals, multiple answers)

<table>
<thead>
<tr>
<th>Visiting goal</th>
<th>Goal importance in %</th>
<th>Goal achievement in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish new contacts</td>
<td>47 %</td>
<td>74 %</td>
</tr>
<tr>
<td>Obtain an overview of offers in aeronautics and aerospace industry</td>
<td>41 %</td>
<td>82 %</td>
</tr>
<tr>
<td>Obtain information about innovations, technical advances and future trends</td>
<td>40 %</td>
<td>83 %</td>
</tr>
<tr>
<td>Continuing occupational education</td>
<td>38 %</td>
<td>81 %</td>
</tr>
<tr>
<td>Obtain information about special products / technologies / problem solutions</td>
<td>28 %</td>
<td>83 %</td>
</tr>
<tr>
<td>General entertainment / event atmosphere</td>
<td>28 %</td>
<td>83 %</td>
</tr>
<tr>
<td>Market / competition observation</td>
<td>20 %</td>
<td>71 %</td>
</tr>
<tr>
<td>Conduct cooperation negotiations</td>
<td>11 %</td>
<td>71 %</td>
</tr>
<tr>
<td>Preparing transactions</td>
<td>5 %</td>
<td>65 %</td>
</tr>
<tr>
<td>Order / purchase transaction activities</td>
<td>4 %</td>
<td>50 %</td>
</tr>
</tbody>
</table>

The most important goals for trade visitors are “Establish new contacts”, “Obtain an overview of offers in aeronautics and aerospace industry” and “Obtain information about innovations, technical advances and future trends” – which reached high rates of goal achievement.

**DECISION MAKERS**

The share of employed trade visitors who have an influence on purchasing / procurement decisions is **82%**

Of the employed trade visitors achieved a very good to satisfying **BUSINESS RESULT** at ILA Berlin.

**OVERALL IMPRESSION** **POSITIVE**

- **95%**

**RECOMMENDATION** **HIGH**

- **92%**

**INTENTION TO VISIT AGAIN** **HIGH**

- **92%**
**EVENT CALENDAR 2020**

<table>
<thead>
<tr>
<th>MAY 2020</th>
<th>Trade visitors</th>
<th>General public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed 13</td>
<td>Thu 14</td>
<td>Fri 15</td>
</tr>
<tr>
<td>Sat 16</td>
<td>Sun 17</td>
<td></td>
</tr>
</tbody>
</table>

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