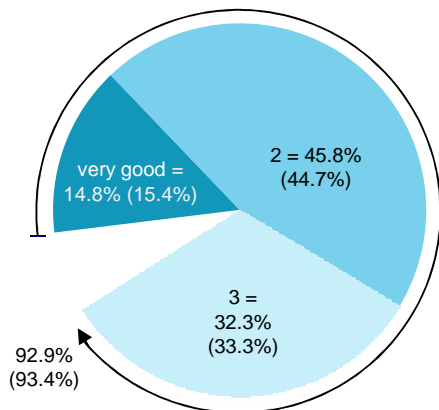


# A look at the exhibitor survey 2011 (in brackets, the figures from the Frankfurt Book Fair 2010)

Target Group: Exhibitors - Base: 2,184 (2010: 2,127)

## Participation success

92.9% (93.4%) of the exhibitors assessed the success of their participation as positive.



Scale from 1 = „very good“ to 5 = „very poor“.

## Development of business contacts

52.7% (52.1%) of the repeat exhibitors stated that in comparison to the last fair, the number of business contacts achieved had remained the same. For 23.3% (26.5%) of the repeat exhibitors, the number of the business contacts achieved had even increased.

## Satisfaction with the services of the organiser



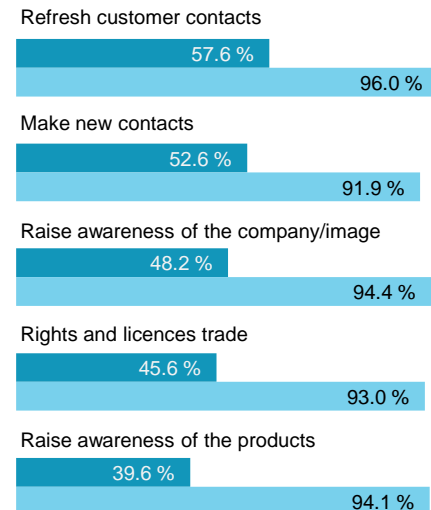
Scale from 1 = „fully satisfied“ to 5 = „not at all satisfied“  
\* = no comparison possible

## Unexpectedly stimulating

70.7% of exhibitors met interesting business partners at the Frankfurt Book Fair 2011 who they hadn't expected, and/or described the fair as a trigger/initiator of ideas for projects, products and sales.

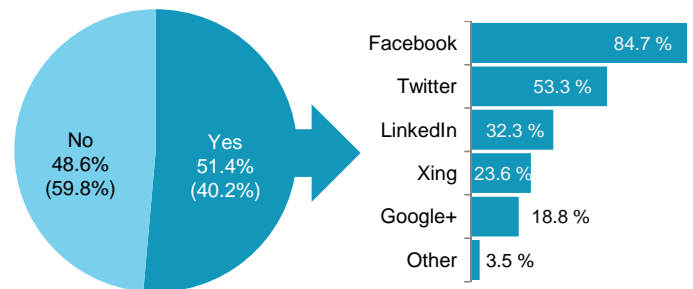
## Objectives/degree of achievement

(Extract/multiple answers)



Legend:  
■ Objectives of the exhibitors  
■ Degree to which objective achieved: fully satisfied to satisfied

## Use of social media platforms



## Exhibitor wishes

29.1% of the exhibitors wish for the area of "Digital innovation" to be particularly highlighted at the next Frankfurt Book Fair. A fifth wish for it to be "Books for children and teens".

