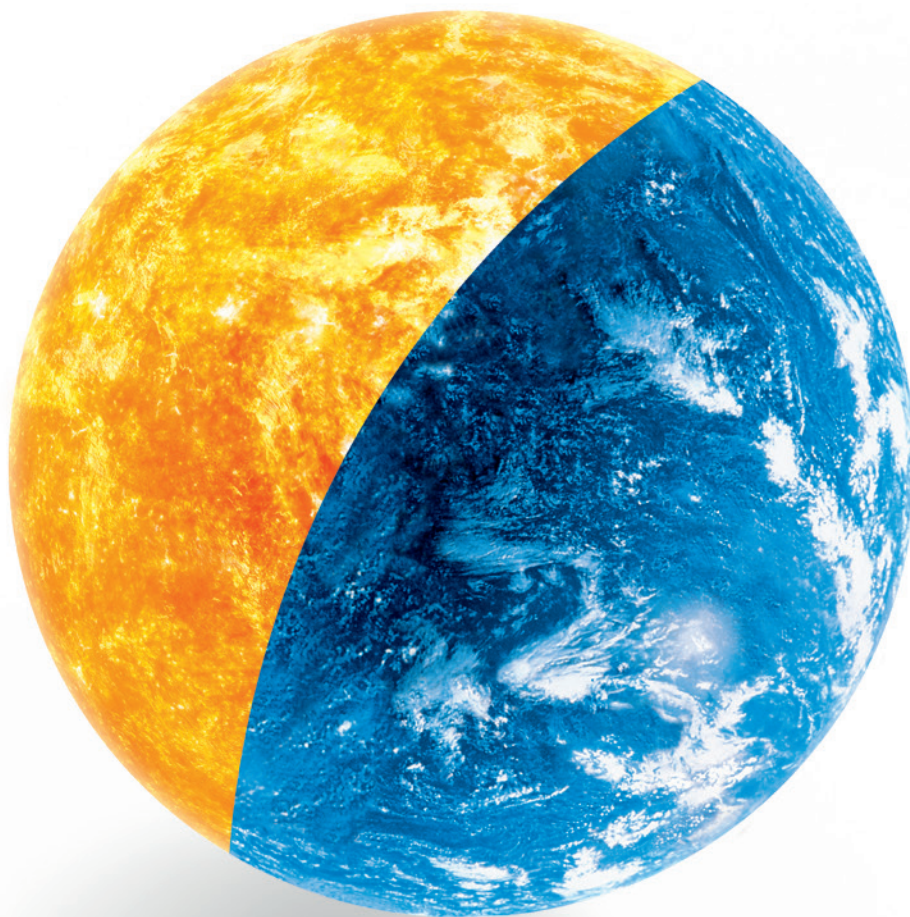




The world's leading trade fair
The Bathroom Experience, Building, Energy,
Air-conditioning Technology, Renewable Energies

Frankfurt am Main, 14 – 18. 3. 2017

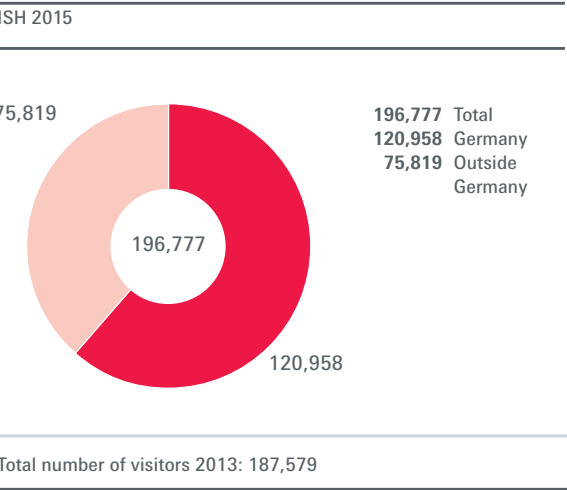
Facts and figures 2015



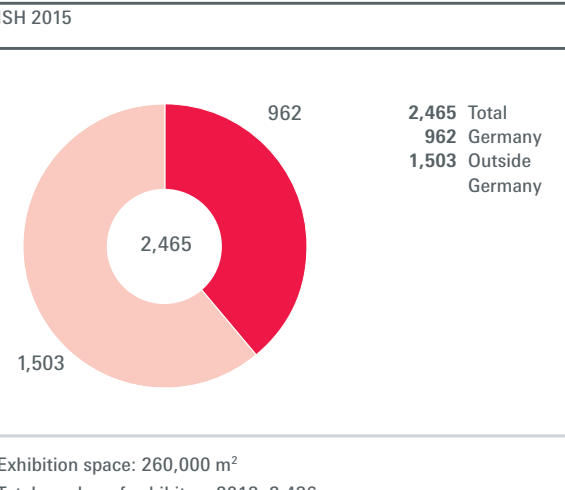
Promising figures: ISH continues to grow.

Visitor and exhibitor numbers underscore the leading position of the ISH.

Number of visitors



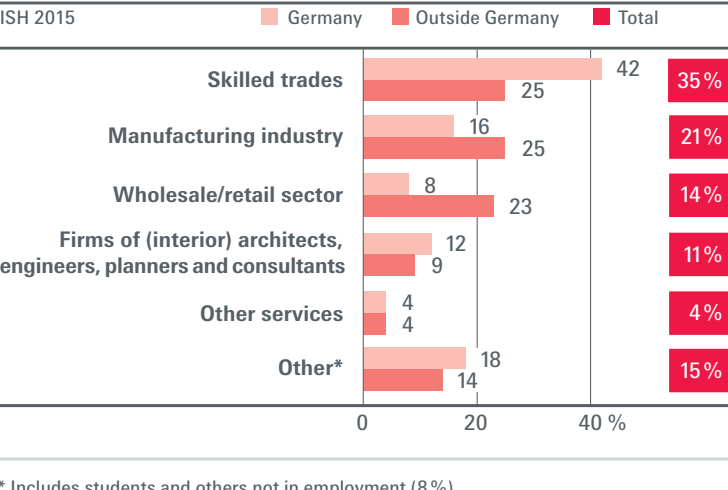
Number of exhibitors



All customers under one roof.

The indispensable forum for the whole industry.

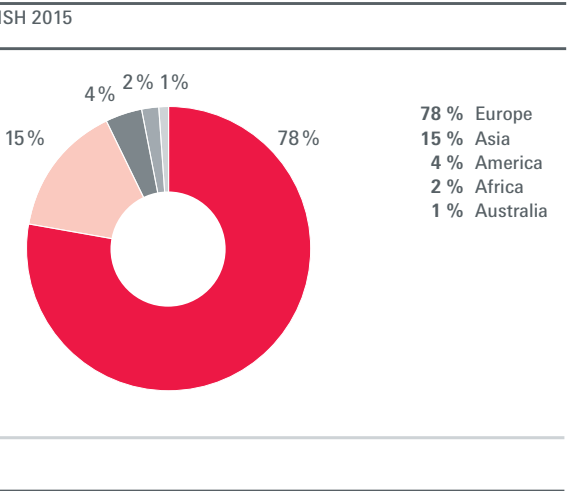
Economic sectors of visitors



The meeting place for a global audience.

The origin of visitors: approx. 40 % come from outside Germany.

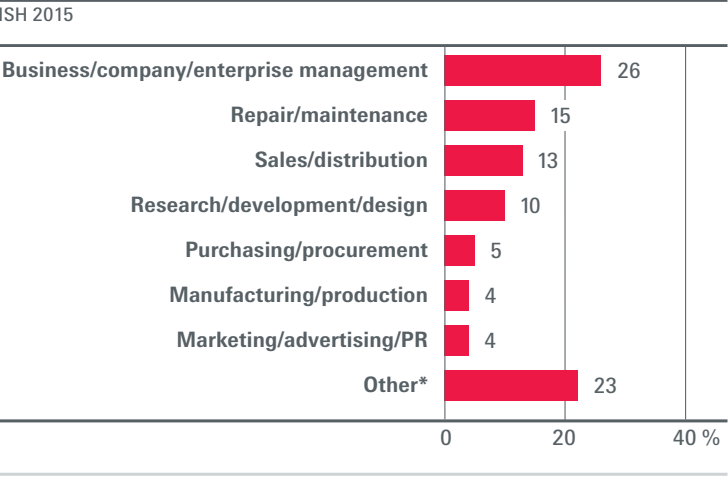
Origin of visitors from outside Germany



Visitors by country



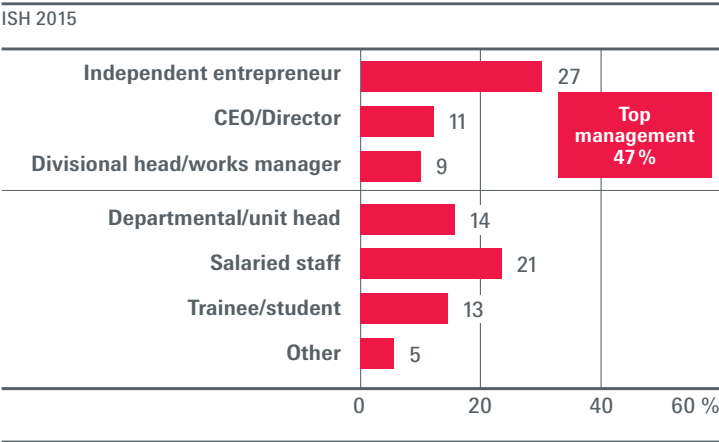
Area of responsibility of visitors



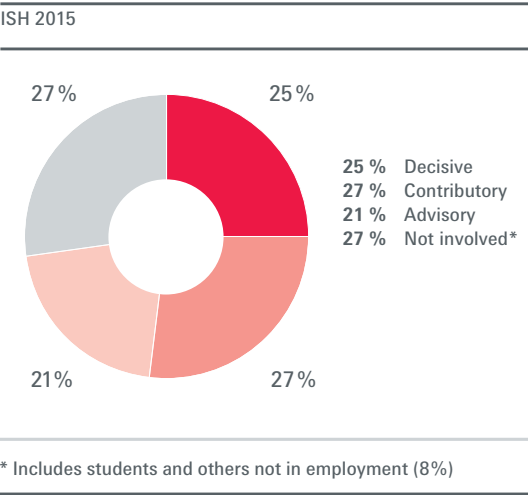
ISH: a fair for decision makers.

Almost half the visitors are in top management positions.

Occupational status of visitors



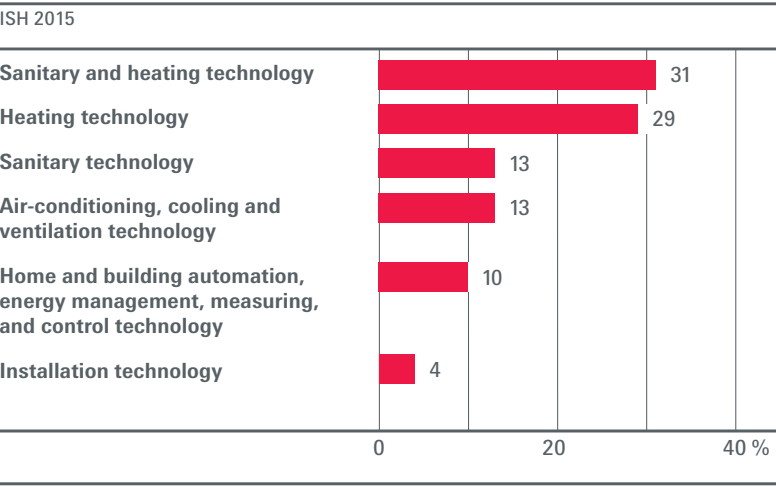
Influence on purchasing decisions



Perfect for every requirement.

All sections at ISH attract visitors to the show.

Primary area of interest for visitors



Interested visitors, interesting perspectives.

Convince your customers with innovations and know-how.

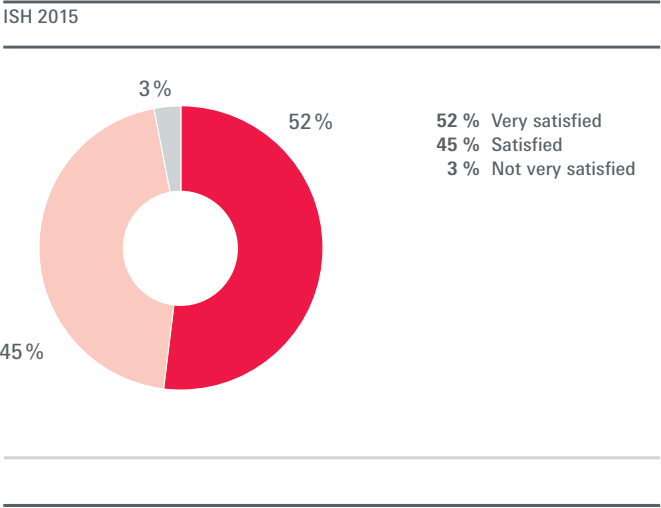
Objectives of trade visitors



A visit that pays dividends.

97 % of visitors are pleased with the result of their visit.

Visitor satisfaction



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