REVIEW OF denkmal 2018

denkmal is Europe’s most important continuing education event for conservation, restoration and old building renovation. As the leading trade fair, it has been the indispensable business and information platform for all those involved since 1994.

DEVELOPMENT OF EXHIBITOR NUMBERS

<table>
<thead>
<tr>
<th>Year</th>
<th>International exhibitors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>423</td>
<td>21%</td>
</tr>
<tr>
<td>2017</td>
<td>442</td>
<td>16%</td>
</tr>
<tr>
<td>2018</td>
<td>447</td>
<td>16%</td>
</tr>
</tbody>
</table>

TOP 5 EXHIBITOR FIELDS

- Conservation and preservation
- Building and repair work
- Professional and advanced training
- Service such as architecture and engineering, offices, building damage analysis, appraisal
- Preventing and conserving cultural monuments and historical buildings

SATISFACTION OF EXHIBITORS

- Participation again in 2020: 86%
- Overall improvement: 14%
- 92% of exhibitors rate their professional competence positively
- 71% of exhibitors rate the programme additions as positive
- 69% of the exhibitors evaluate the entire fair as positive

INTERDISCIPLINARY CONFERENCE PROGRAMME WITH DIVERSE FORMATS

- 6,600 participants further developed their know-how while attending over 200 practice-oriented events
- 93% evaluate the quality of the conference programme as good

QUALIFICATION OF THE VISITORS

- 88% of the visitors are trade visitors
- 66% of the visitors are decision makers
- 37% of the visitors travelled more than 300 km to get to Leipzig

IMPORTANCE OF THE TRADE FAIR OBJECTIVES AND THEIR ACHIEVEMENT

<table>
<thead>
<tr>
<th>Objective</th>
<th>% of exhibitors</th>
<th>% of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuing education, knowledge acquisition, inspiration for one’s own work</td>
<td>74%</td>
<td>21%</td>
</tr>
<tr>
<td>Information about specific products, technologies, services</td>
<td>74%</td>
<td>21%</td>
</tr>
<tr>
<td>Getting to know new products and services</td>
<td>74%</td>
<td>21%</td>
</tr>
<tr>
<td>Participate again in 2020</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Overall improvement</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

SYNERGIES OF FAIR-DUO denkmal AND MUTEC

- 71% of the exhibitors rate the programme additions as positive
- 69% of the exhibitors evaluate the entire fair as positive

DEVELOPMENT IN VISITOR NUMBERS

<table>
<thead>
<tr>
<th>Year</th>
<th>International visitors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>13,100</td>
<td>8%</td>
</tr>
<tr>
<td>2016</td>
<td>13,900</td>
<td>11%</td>
</tr>
<tr>
<td>2018</td>
<td>14,200</td>
<td>14%</td>
</tr>
</tbody>
</table>

VISITORS’ ORIGIN BY COUNTRY

- 30% Saxony
- 10% Saxony-Anhalt
- 9% Austria
- 8% Bavaria
- 7% Saxonia

TOpent 5 Visitors’ jobs by industry

- Architect/engineer | 31%
- Craftsmen/construction work | 27%
- Remaker | 12%
- Official agency/forensic/public institution | 8%

TOpent 5 Visitors’ origin by country

- Saxony | 30%
- Saxony-Anhalt | 10%
- Austria | 9%
- Bavaria | 8%
- Saxonia | 7%

QUALIFICATION OF THE VISITORS

- 88% of the visitors are trade visitors
- 66% of the visitors are decision makers
- 37% of the visitors travelled more than 300 km to get to Leipzig

VISITOR SATISFACTION

- Participate again in 2020: 92%
- Overall improvement: 14%
- 86% of the visitors were satisfied with their trade fair achievements

www.denkmal-leipzig.com

* Source: Exhibitor and visitor survey denkmal 2018

Photo credits: Leipziger Messe GmbH: Tom Schulze

Our cultural heritage. Our leading trade fair. See you there! 5 to 7 November 2020