

**World's Leading Trade Fair  
for Cleaning Professionals**



## **EVALUATION ISSA/INTERCLEAN AMSTERDAM**

Amsterdam RAI, August 2014

Organised by:



In association with:



6.7.8.9 MAY  
**2014**  
AMSTERDAM • NL

[www.issainterclean.com](http://www.issainterclean.com)

# ISSA/INTERCLEAN Amsterdam 2014 at a glance

## Who was visiting?

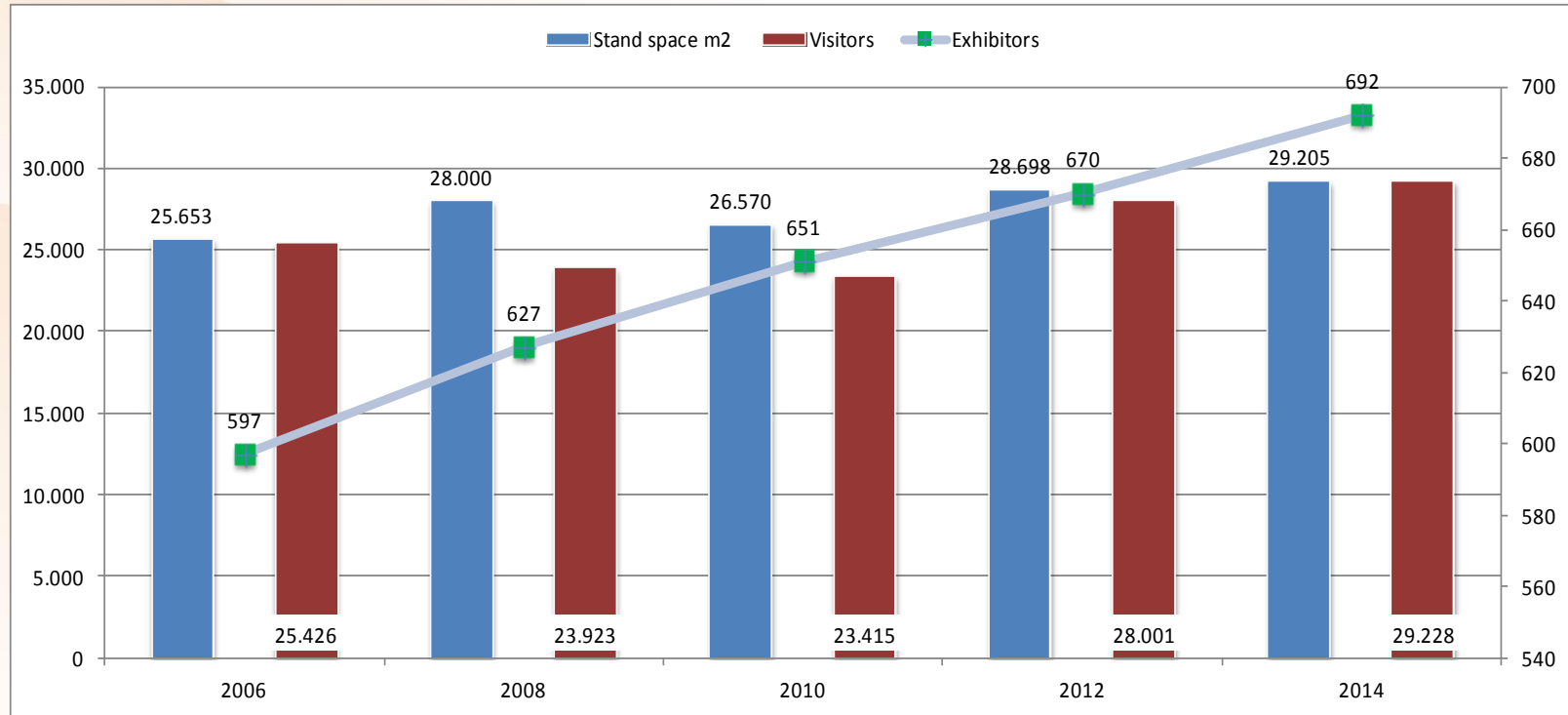
- 29.228 visitors
- 75% involved in purchasing
- 73% from abroad
- from 130 countries
- almost 5.000 distributors

## Who was exhibiting?

- 692 exhibitors
- almost 95 % manufacturer
- 91% from abroad
- from 42 countries
- net booth space 29.205m<sup>2</sup>

**ISSA/INTERCLEAN Amsterdam is Worlds most complete and international Cleaning Show**

# ISSA/INTERCLEAN Amsterdam



Volcano Eruption

# Visitor evaluation Amsterdam 2014

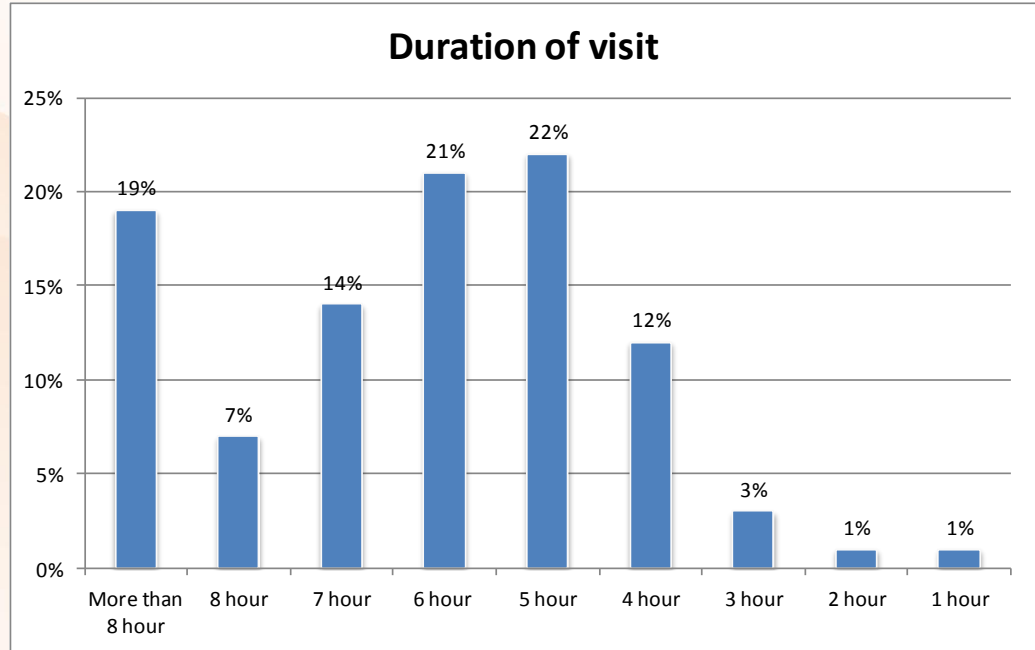
- ❑ 29.228 visits\*
- ❑ 18.912 unique persons\*
- ❑ 12.617 unique companies
- ❑ Visitor report mark 8.2 - scale 1-10 (2012 - 7.9)
- ❑ 40% first time visit
- ❑ 73% from abroad\*
- ❑ From 130 countries
- ❑ 75% involved in purchasing
- ❑ 54% did order / requested quotation
- ❑ 90% expects to visit 2014

*\* Audited Ernst & Young*

# Visitor evaluation Amsterdam 2014

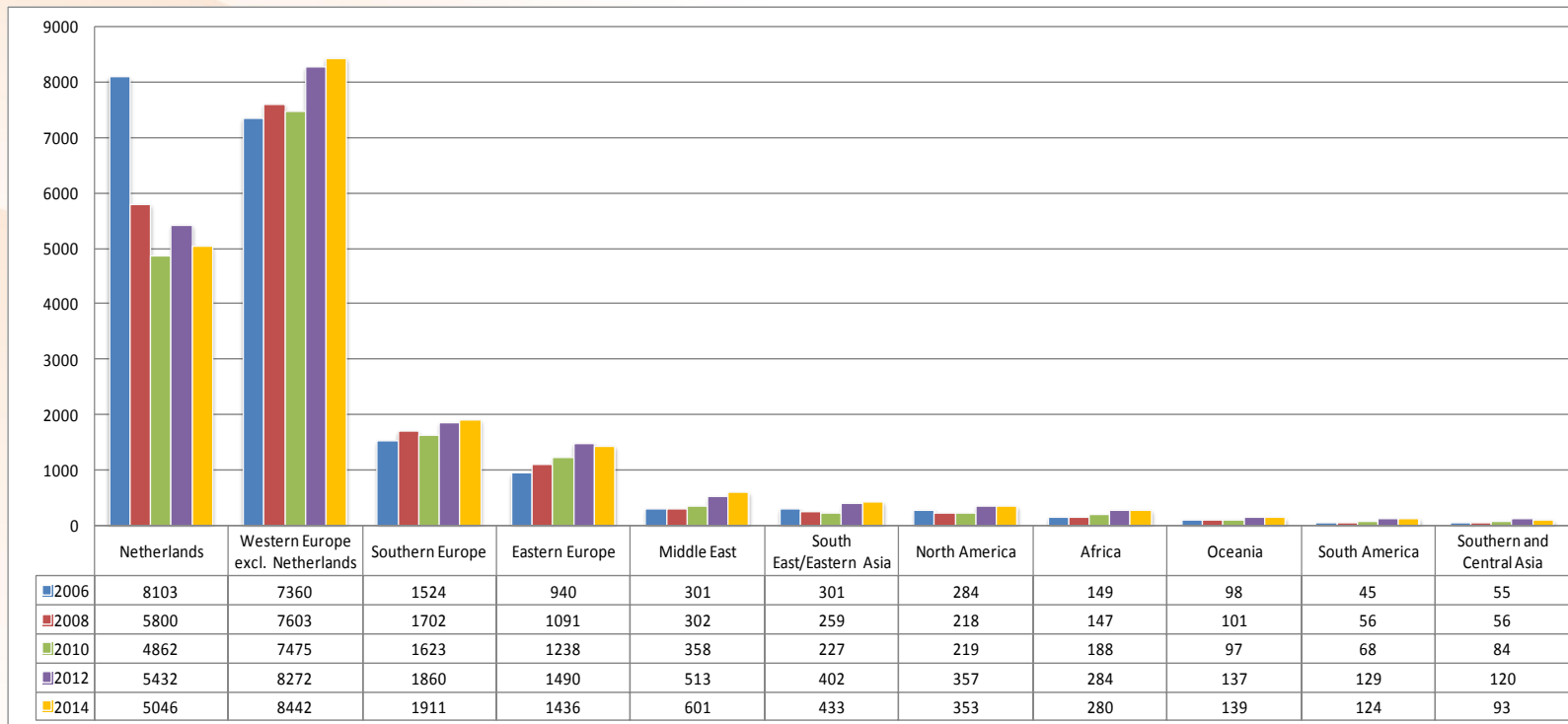
## ISSA/INTERCLEAN Amsterdam 2014

Day 1	5.794
Day 2	10.126
Day 3	9.239
Day 4	4.069
Total visits	29.228
Total unique visitors	18.912



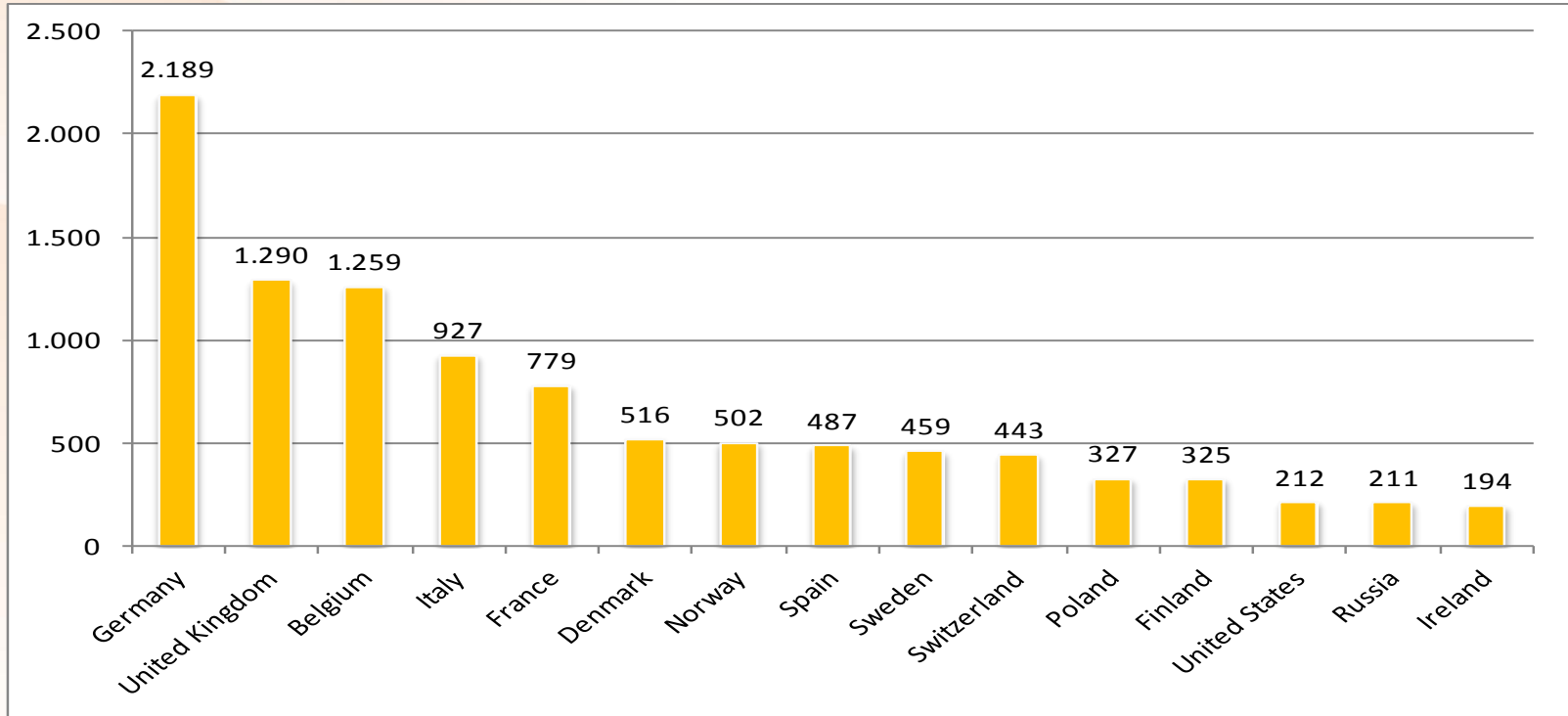
*Based on registrations / visited Amsterdam 2014*

# Visitor development Amsterdam by region



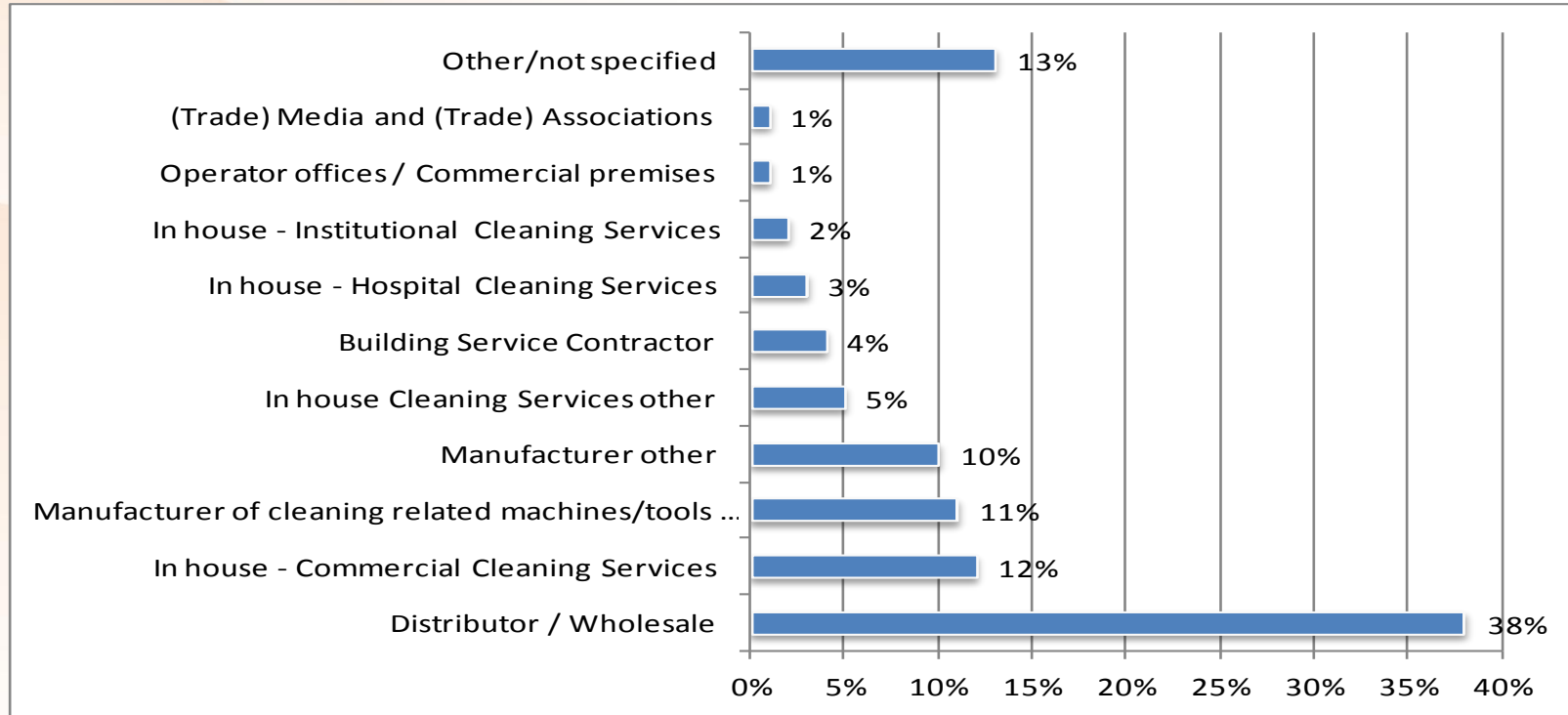
Based on registrations / visited Amsterdam

# Top 15 visiting foreign countries



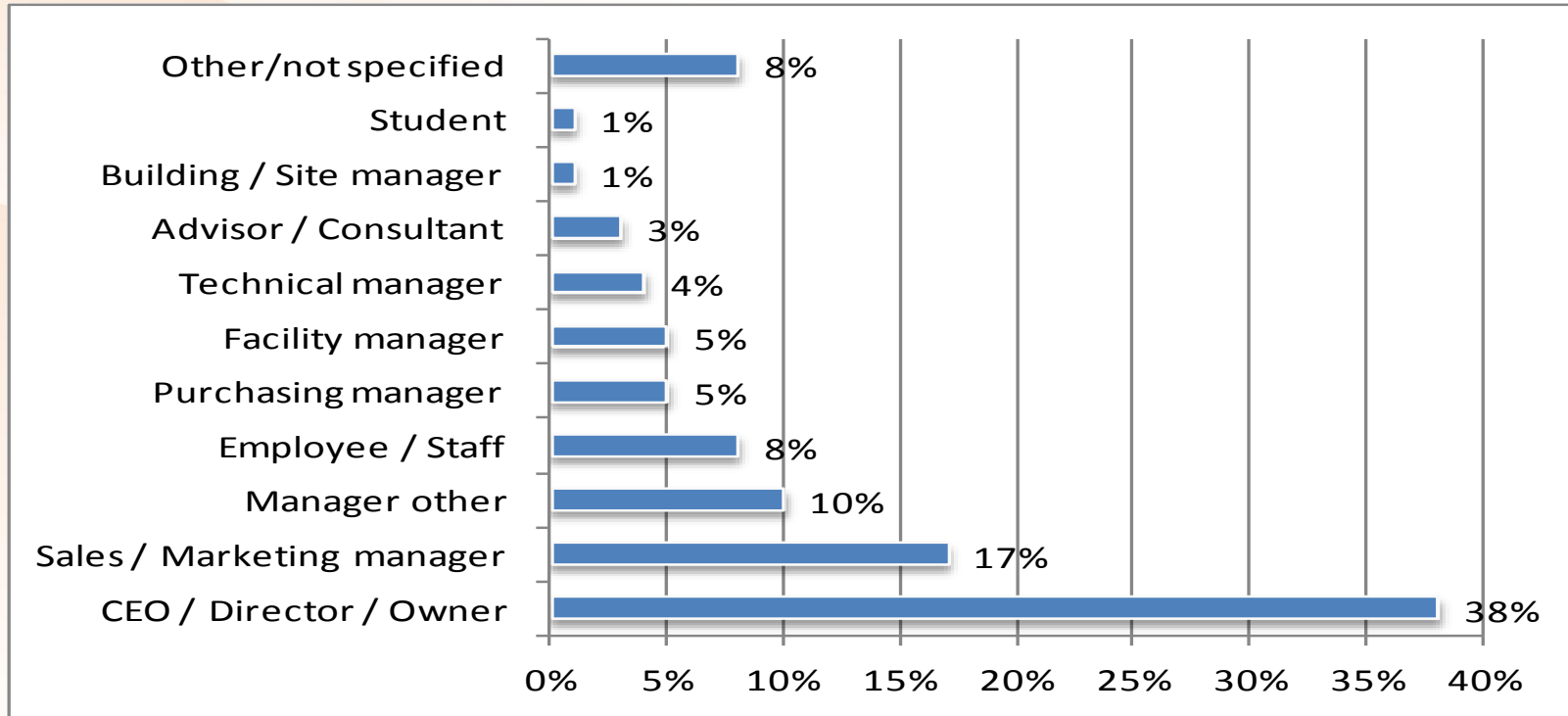
Based on registrations / visited Amsterdam 2014

# Most visitors active in the distribution channel



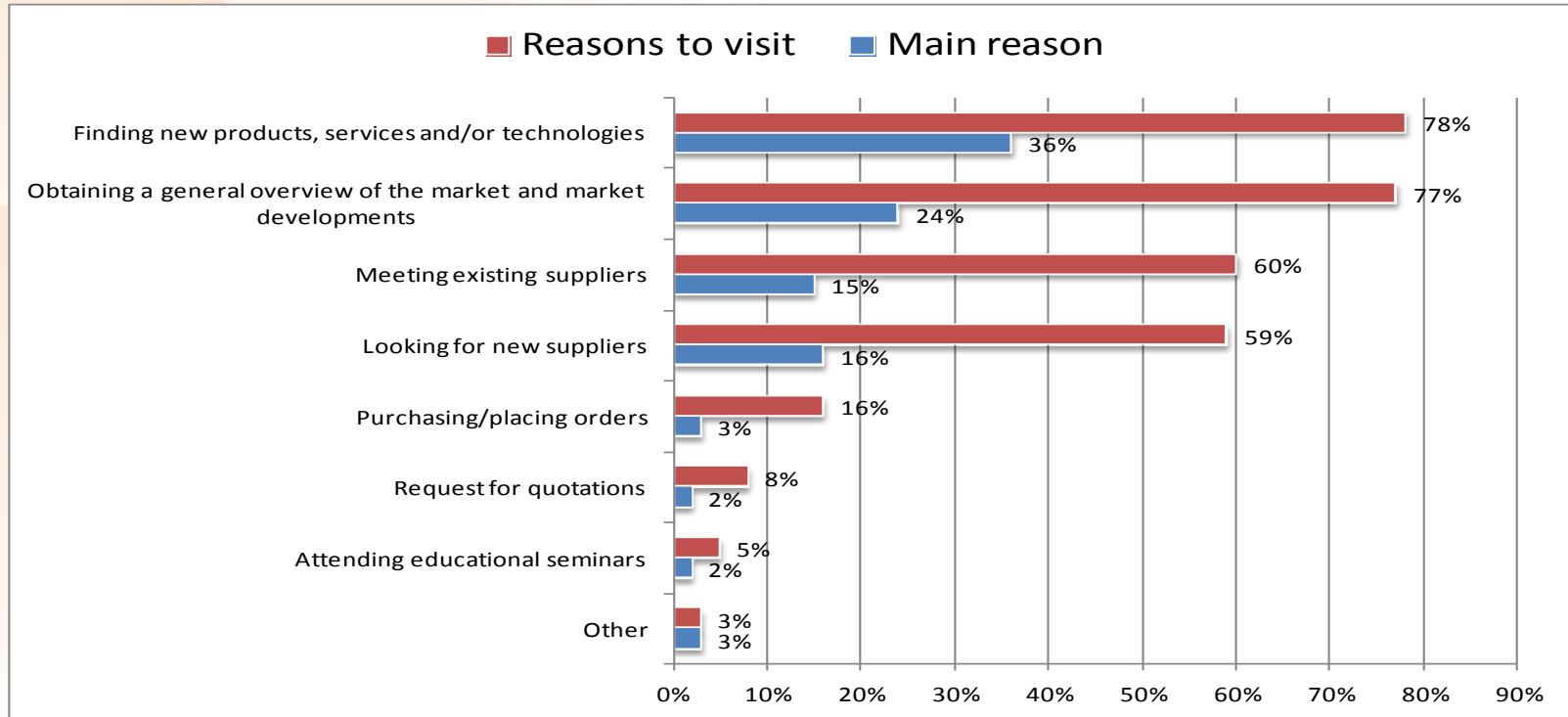
*Based on registrations / visited Amsterdam 2014*

## 38% of visitors has a CEO position



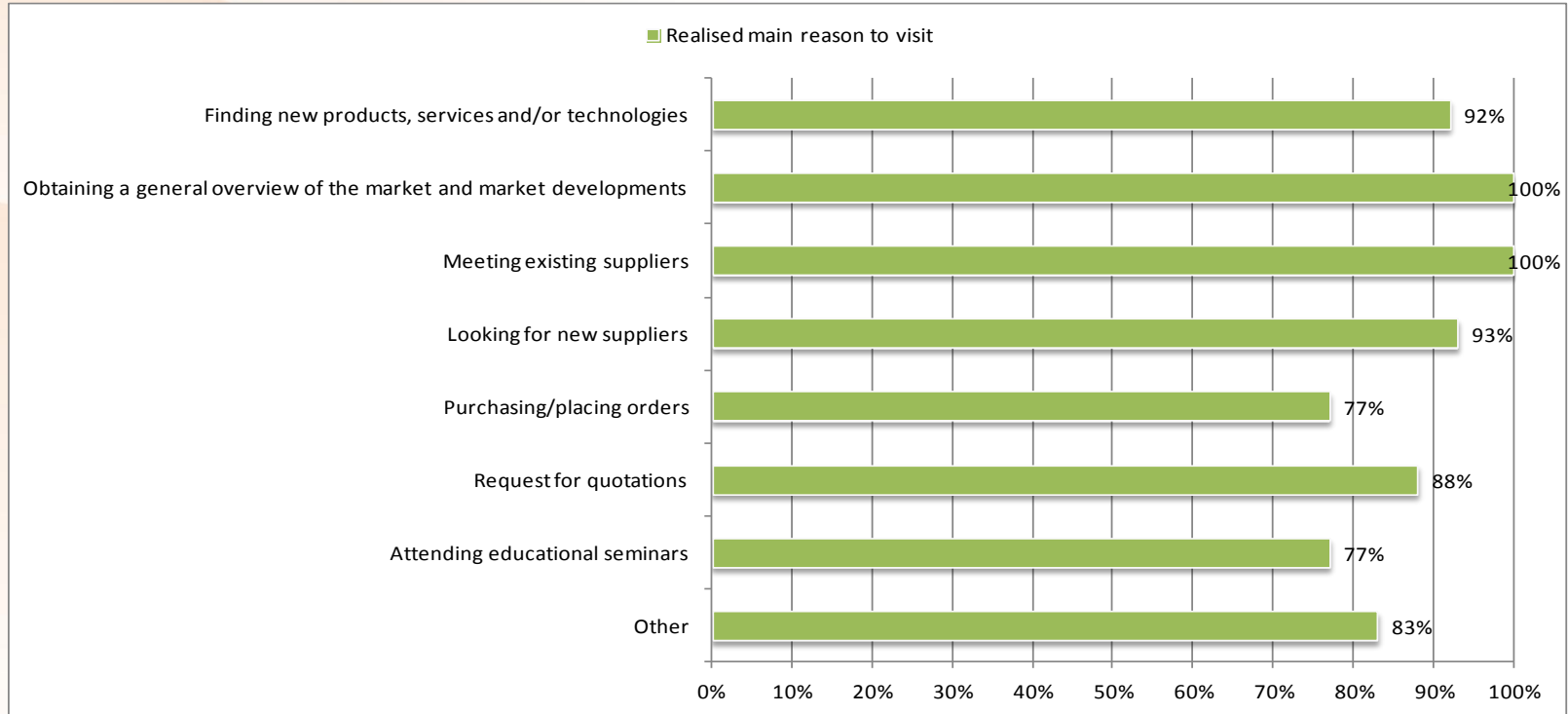
Based on registrations / visited Amsterdam 2014

# Why are they visiting?



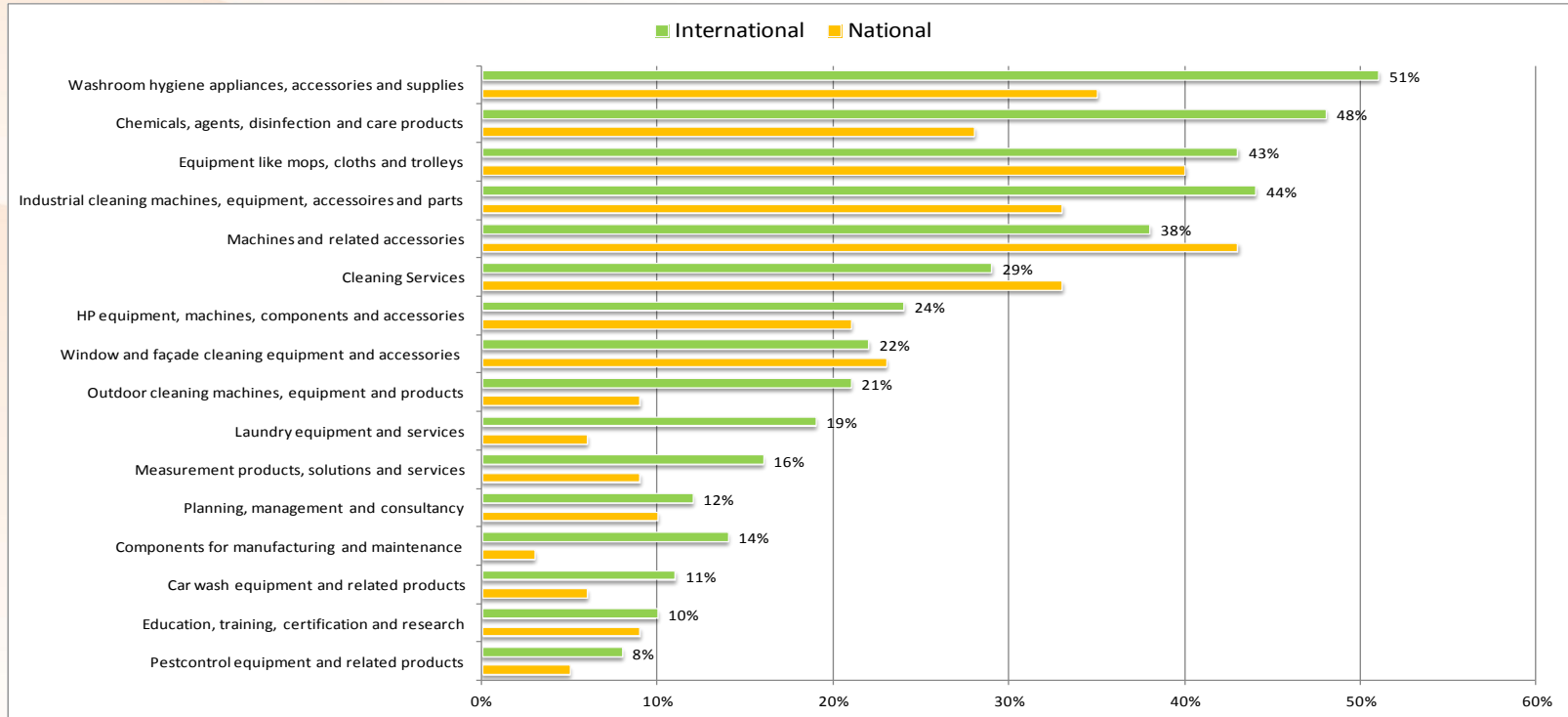
Based on post show survey Amsterdam 2014

# Did they realise their main goal?



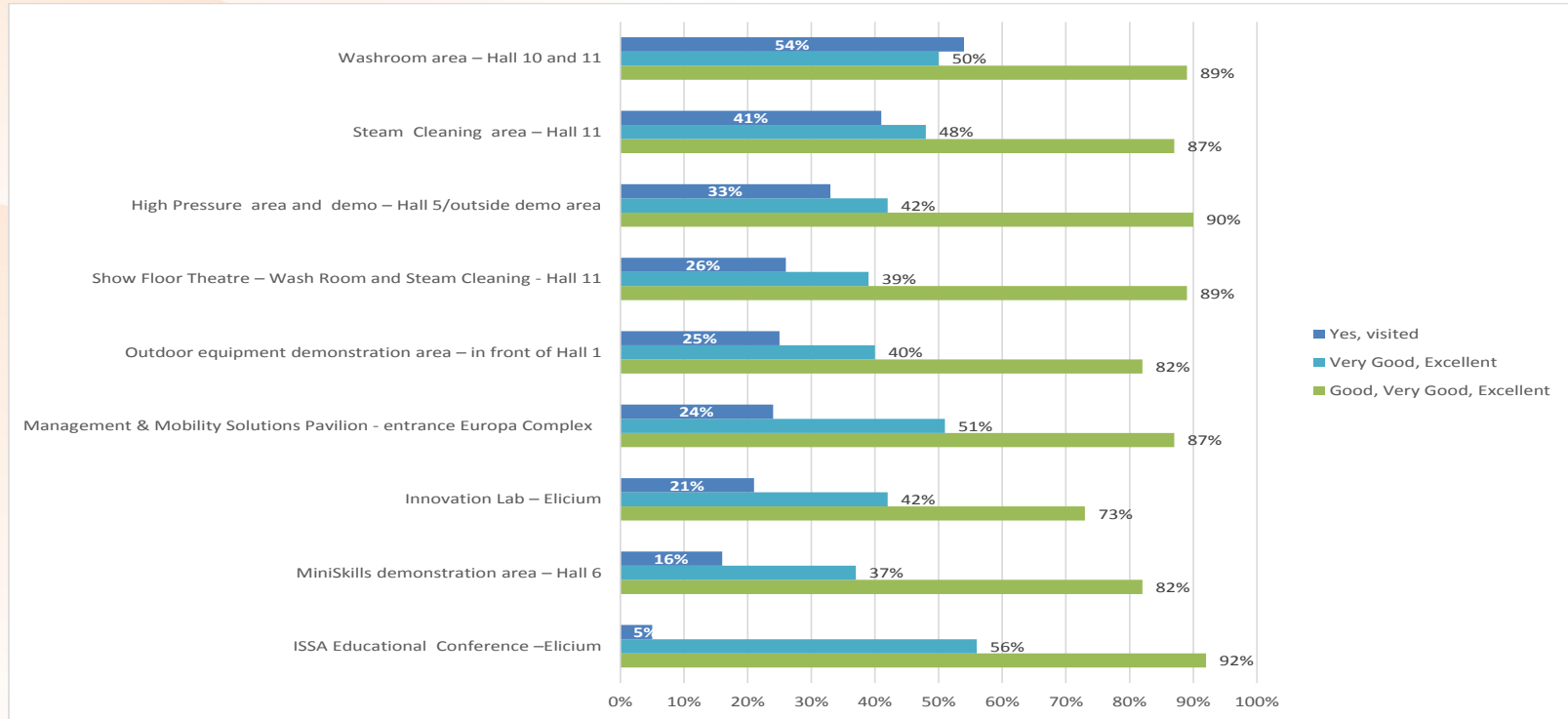
Based on post show survey Amsterdam 2014

# Which products/services are they interested in?



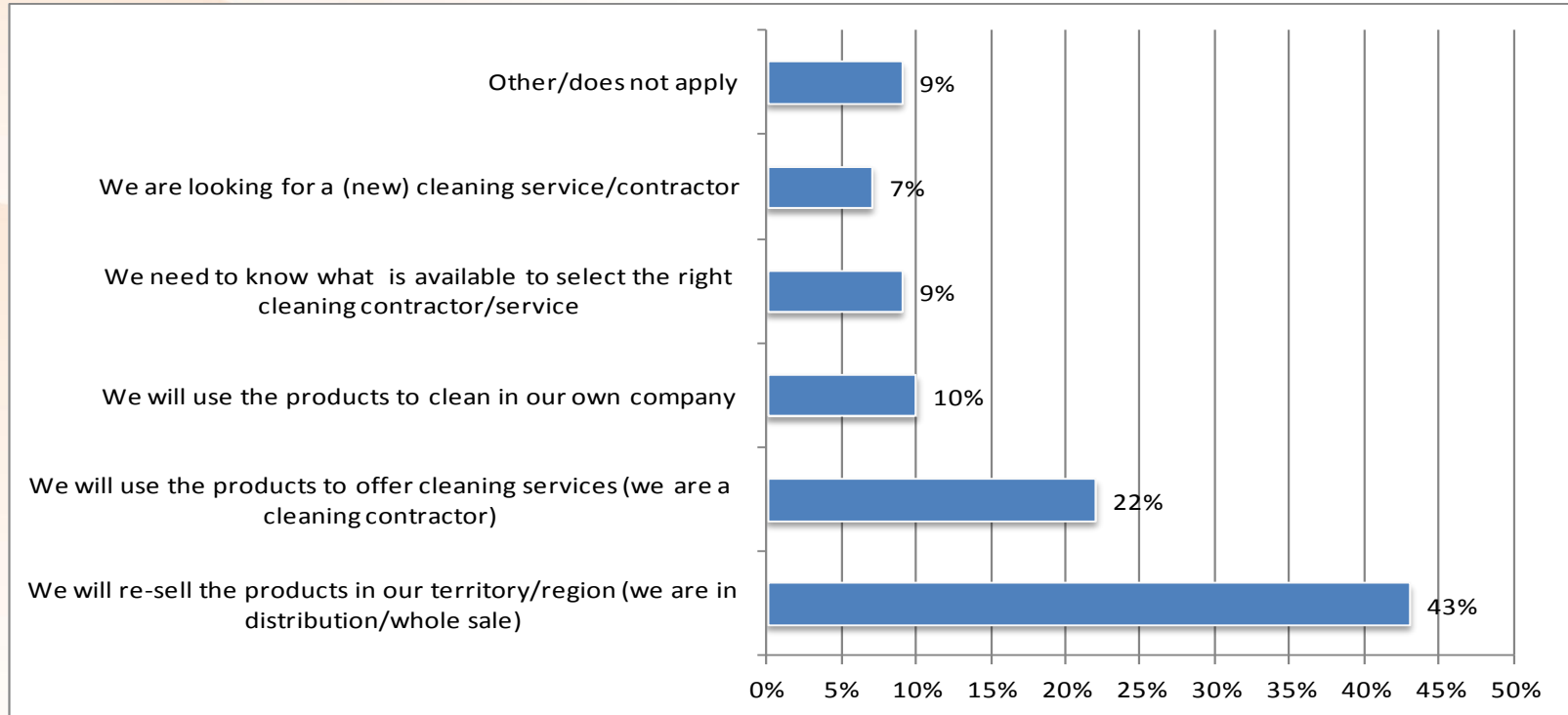
Based on post show survey Amsterdam 2014

# Did they find and appreciate our special interest areas?



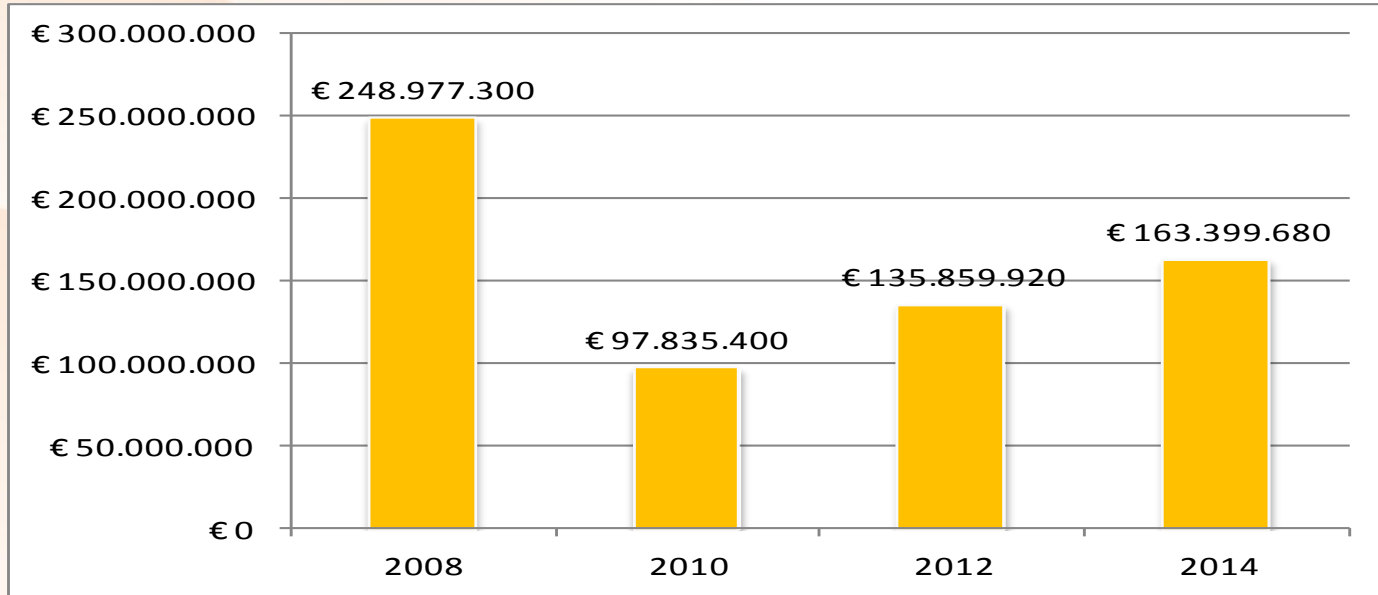
Based on post show survey Amsterdam 2014

## Why did they order / request quotation (54%)



*Based on registrations / visited Amsterdam 2014*

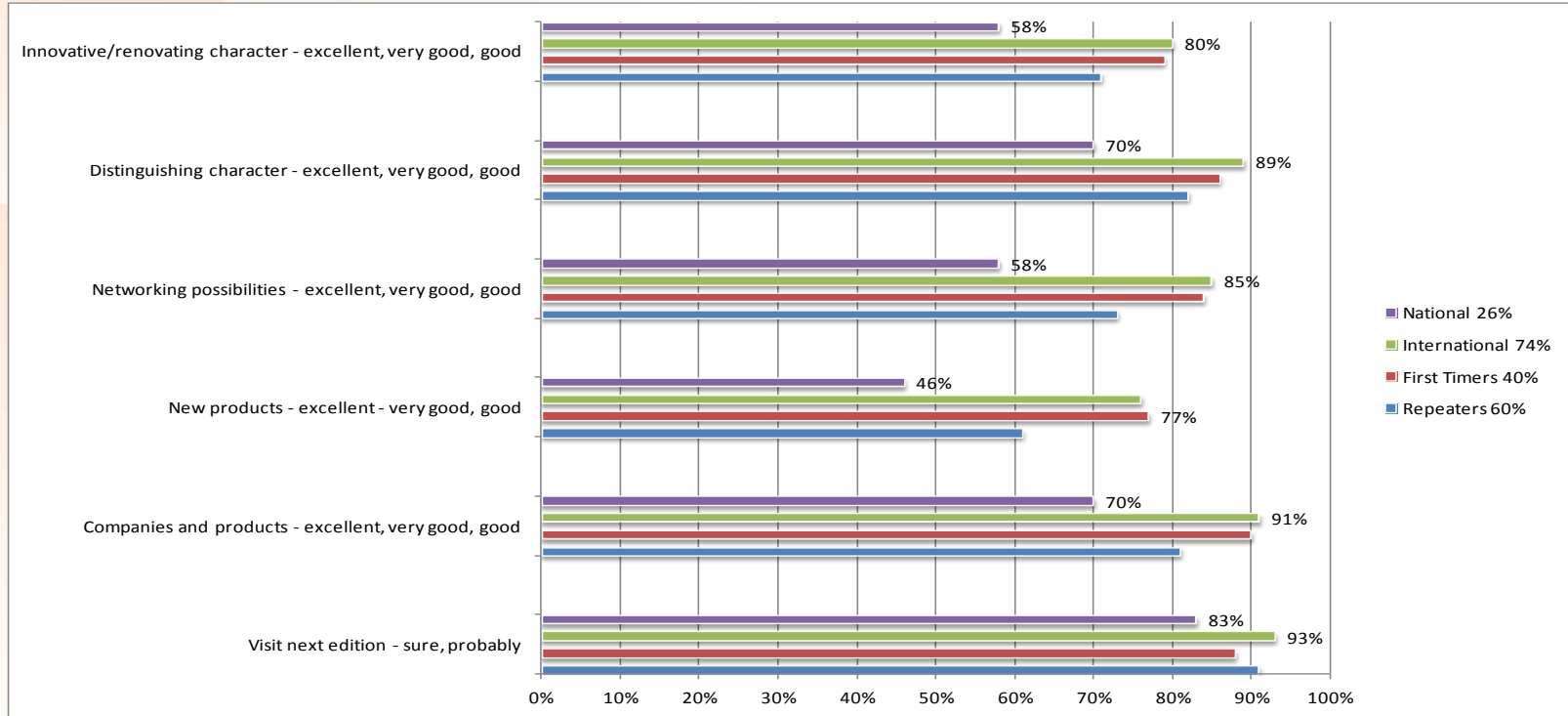
# Estimated business impact ISSA/INTERCLEAN Amsterdam



Business Impact Barometer	2008	2010	2012	2014
Unique visitors	17.411	16.724	19.028	18.912
Purchasing % (order / quotation)	55%	45%	51%	54%
Average value (order / quotation)	€ 26.000	€ 13.000	€ 14.000	€ 16.000
Business Impact (estimated)	€ 248.977.300	€ 97.835.400	€ 135.859.920	€ 163.399.680

Based on visitor post show survey Amsterdam 2008 - 2014

# International and First Time visitors the most happy



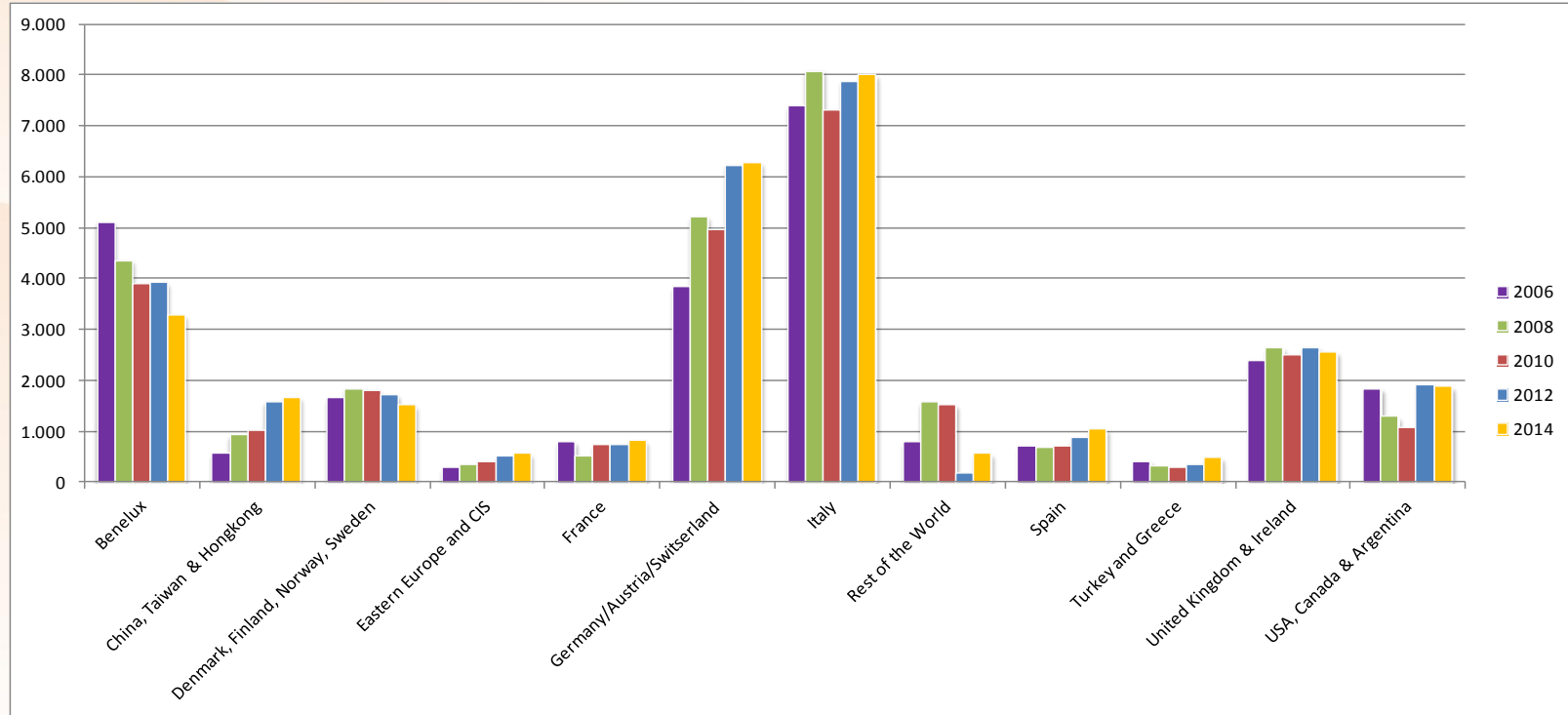
Based on post show survey Amsterdam 2014

# Exhibitor evaluation Amsterdam 2014

- ❑ 692 exhibitors\*
- ❑ 210 new exhibitors
- ❑ from 42 countries
- ❑ booth space net 29.228\* (inside + outside)
- ❑ 92% exhibitors from abroad\*
- ❑ exhibitor report mark 8.3 - scale 1-10 (2012 – 8.0)
- ❑ 96% would advise colleague/competitor to exhibit 2016 edition
- ❑ 99% expects to exhibit in 2016
- ❑ 78% evaluates ISSA/INTERCLEAN Amsterdam as their most valuable event

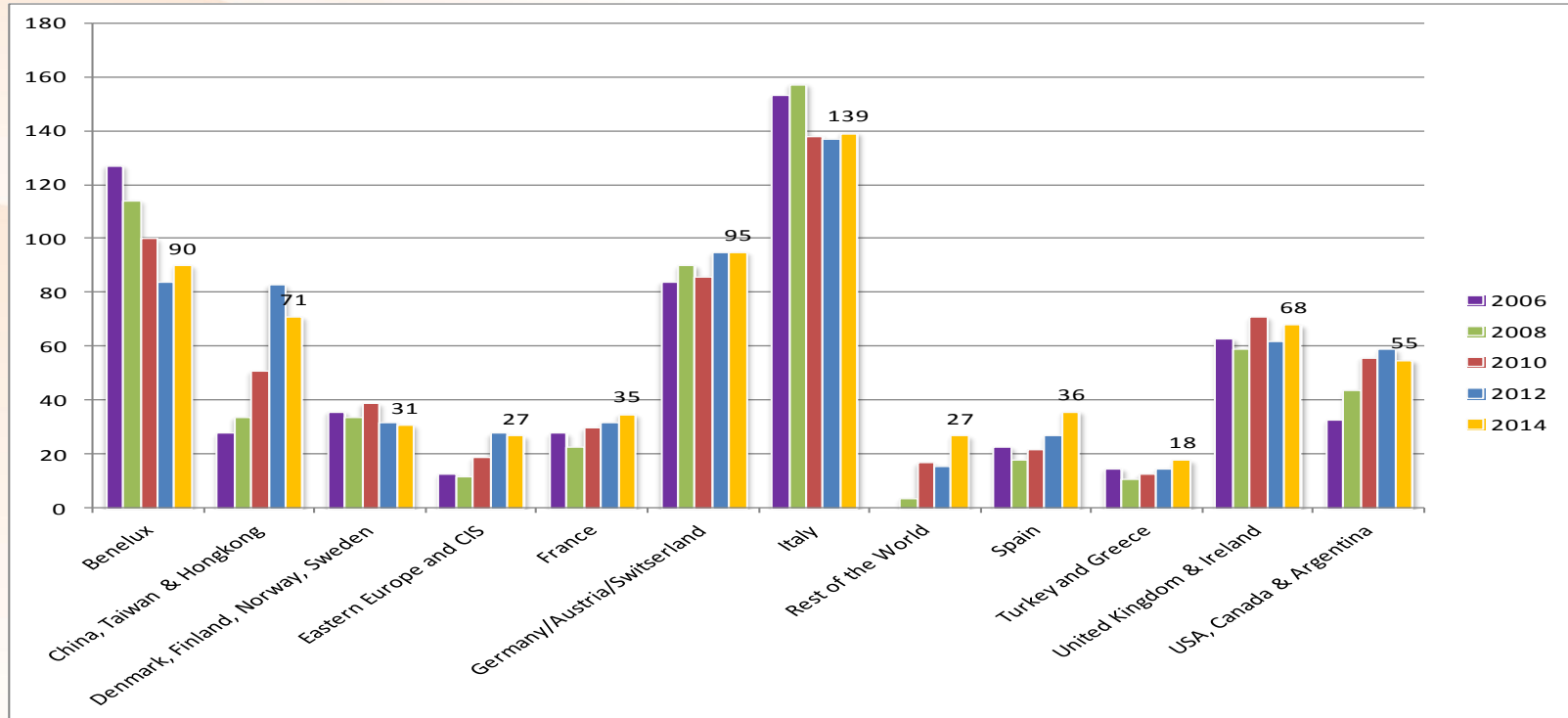
*\* Audited Ernst & Young*

# 29.205 m2 net exhibition space



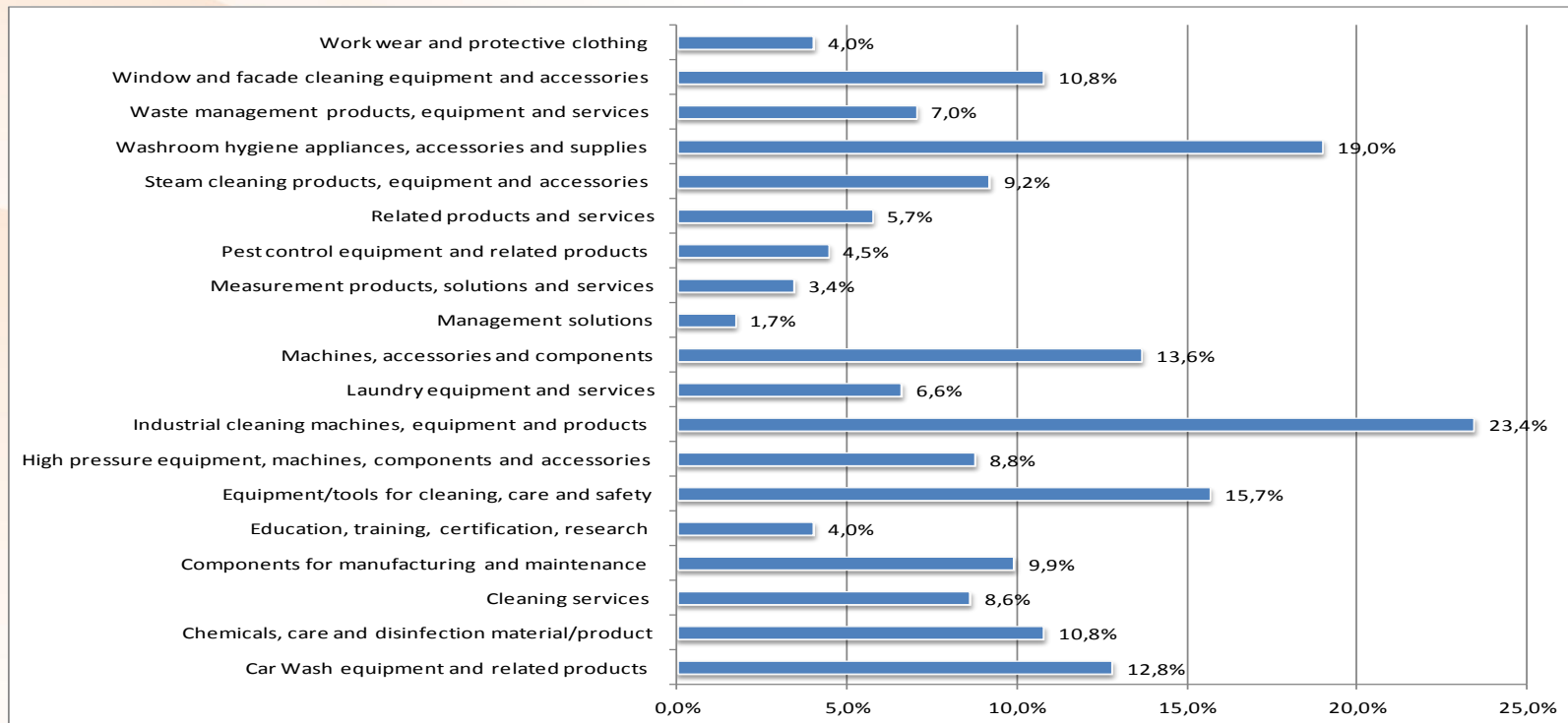
Based on applications for stand space indoor + outdoor Amsterdam 2014

# 692 exhibitors from 42 countries



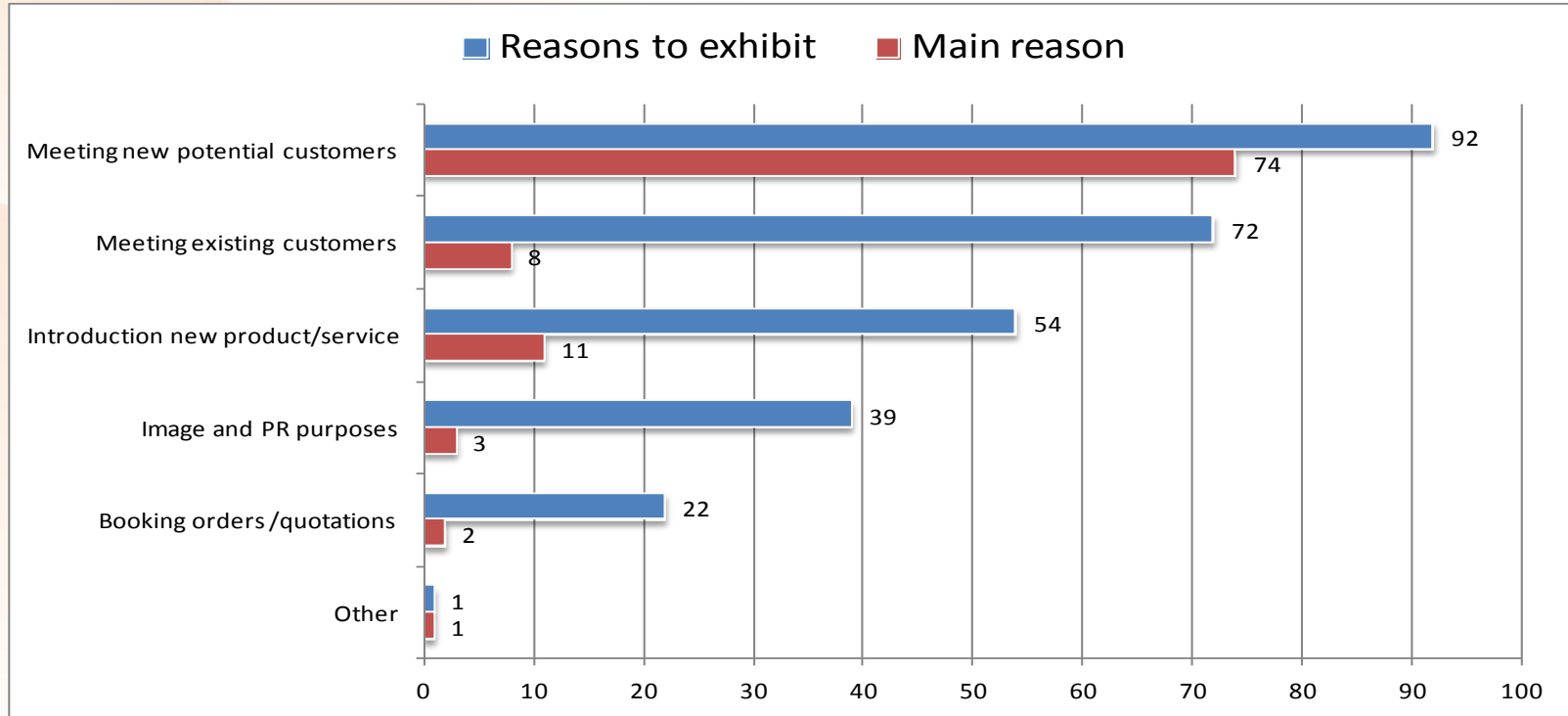
Based on applications for stand space Amsterdam 2014

# What products / services are exhibited?



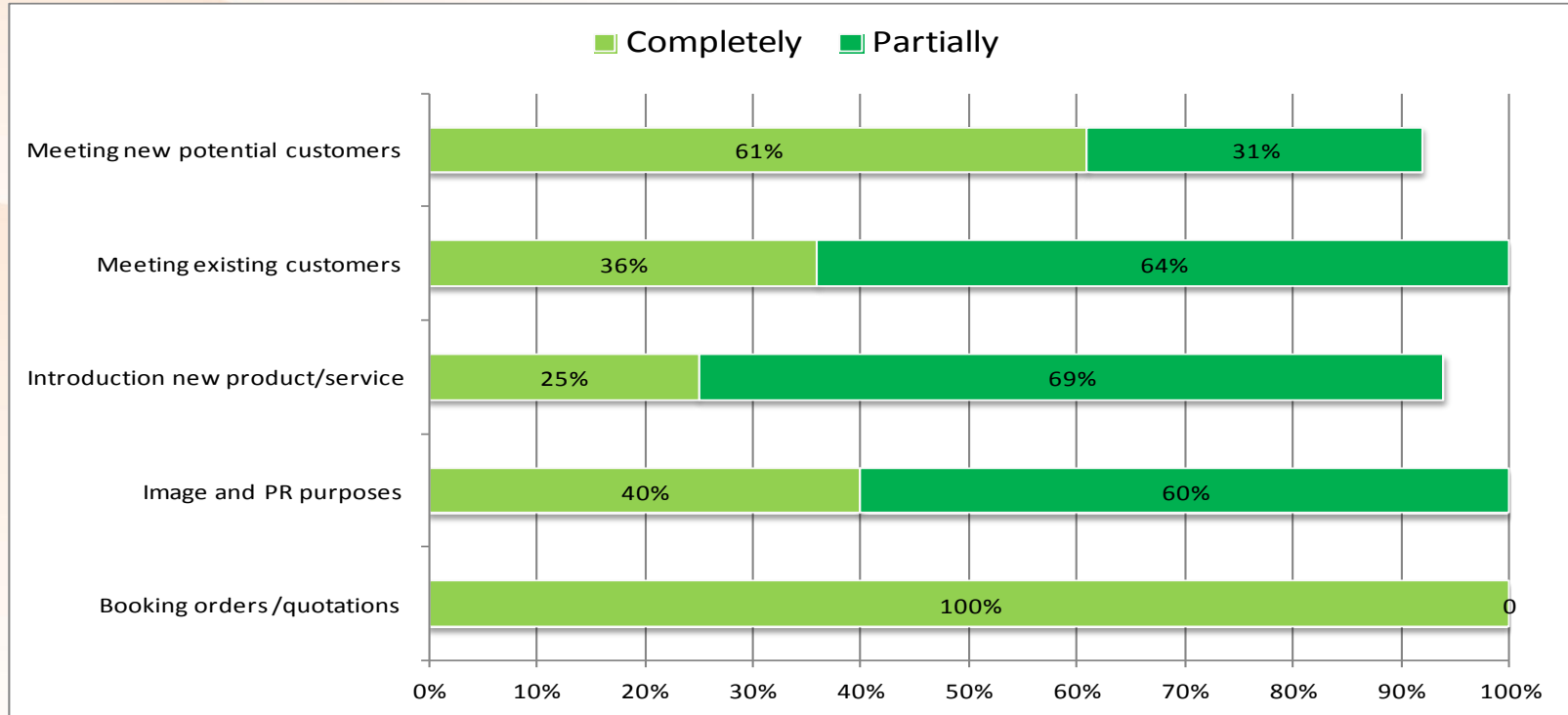
Based on catalogue input by exhibitors Amsterdam 2014

# Reasons to exhibit?



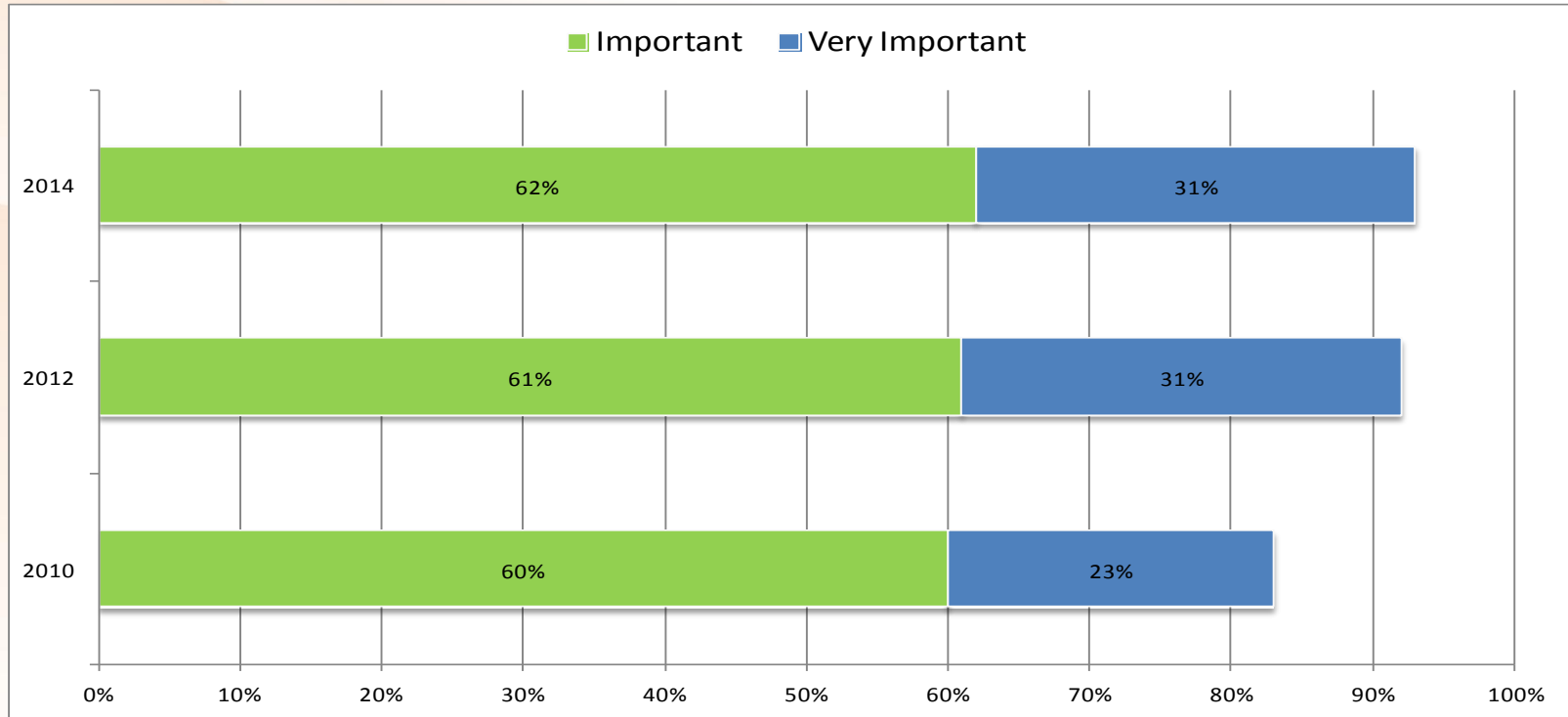
Based on post show survey Amsterdam 2014

# Did the exhibitor achieve his goals?



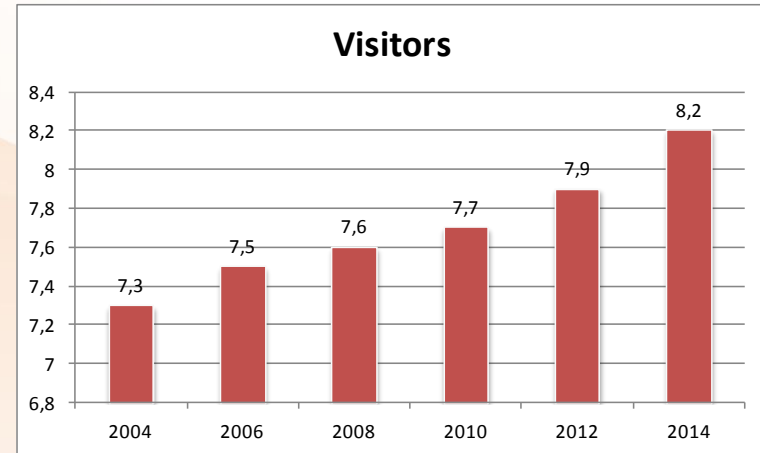
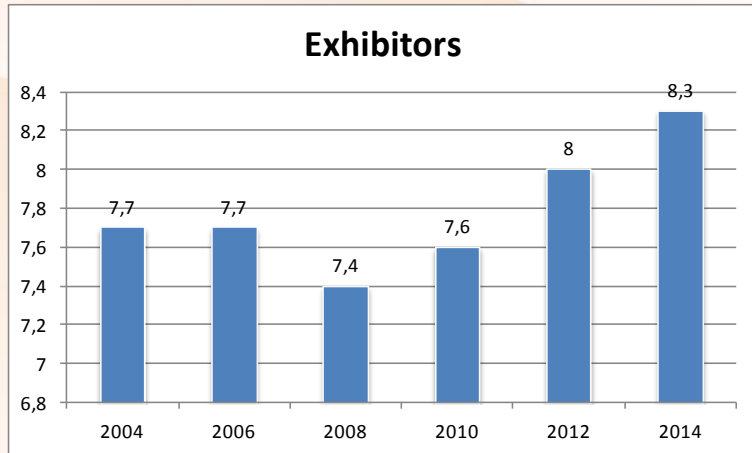
Based on post show survey Amsterdam 2014

# How important is the Amsterdam Show for exhibitors?



*Based on post show survey Amsterdam 2014*

# Continuous improvements are recognised by our stake holders



Change from Hall 7 to 9-10-11

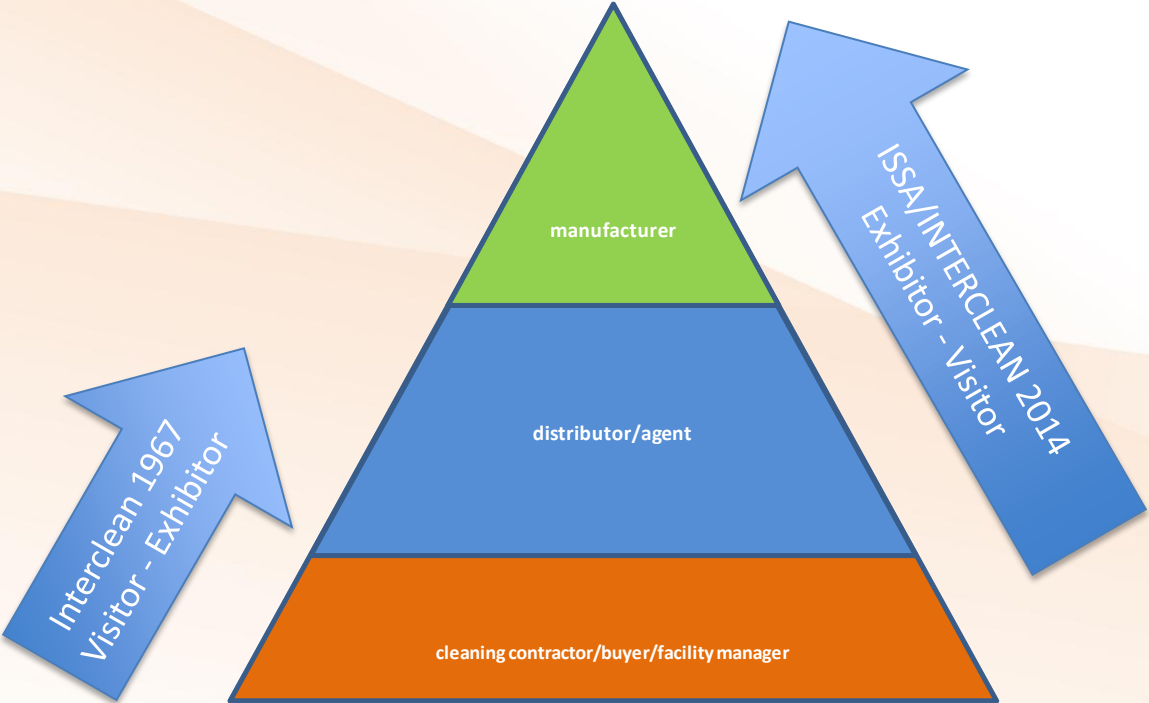
Based on post show survey Amsterdam

**For more information please contact**

**Sales – Gerard Rijnbeek/g.rijnbeek@rai.nl**

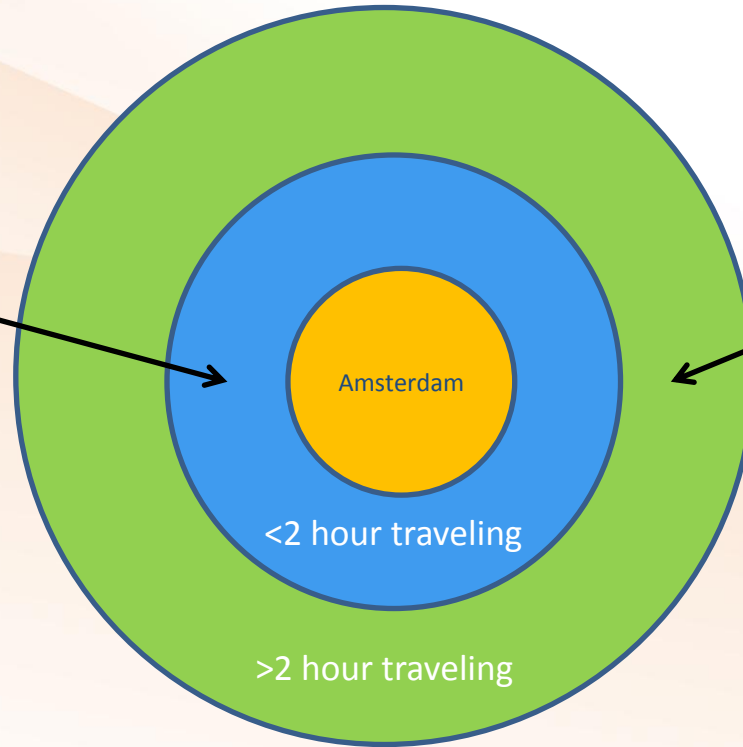
**Statistics - Rob den Hertog/r.d.hertog@rai.nl**

# From Distributors to Manufacturers exhibiting



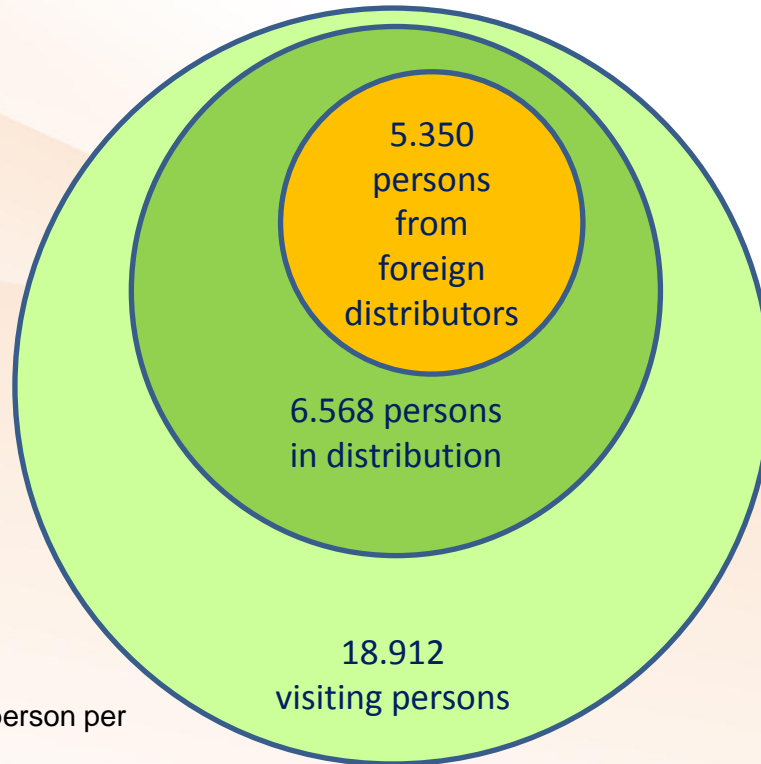
# The longer the travel the higher the buying potential

- < 2 hour traveling
- Cleaning Companies
- End-customers
- Facility Managers
- Local Distributors



- > 2 hour traveling
- Corporate buyers
- Facility Managers
- Foreign Distributors

# Almost 5.000\* distributors from 130 countries



\*5.350 visitors in distribution / 1.1 person per distributor = 4.863 distributors