Dusseldorf Fair Ground, 03/30 - 04/01/2020
parallel to

Düsseldorf Fair Ground, 03/30 - 04/01/2020
Visitors to WTT-Expo? Decision-makers looking to invest!

80 % of visitors were satisfied
with their visit to the fair
88 % are involved in investment decisions.
73 % intend to make an investment after the fair
on the basis of information they received.
23.2 % of trade visitors come from Germany;
16.8 % from abroad.
28.8 % of participants travelled more than 200 km to the fair;
32.4 % travelled more than 500 km to the fair.
And: 87 % of WTT-Expo exhibitors in 2014 were impressed
with the quality of the visitors!

The supplier fair for apparatus engineering!

COMPACT
FOCUSSED
EFFICIENT
Function of the WTT-Expo visitors in their companies:

- Other employees/professionals: 22.6%
- Head of department: 21.9%
- Independent contractor: 16.9%
- Area, maintenance, plant manager: 10.9%
- CEO: 6.8%
- Other professional staff: 4.7%
- Students & trainees: 4.0%
- Others: 4.7%

The visitors of the WTT-Expo are interested in:

- Plate heat exchangers: 40.5%
- Shell and tube heat exchangers: 31.9%
- Heat recovery systems: 19.7%
- Heat pumps/industrial: 12.8%
- Refrigeration systems: 12.1%
- Components: 8.1%

Meet your Target Groups at WTT-Expo:

- Independent contractors and CEOs
- Technical purchaser
- Plant and department managers
- Developers & designers
- Maintenance & repair technicians
- Planning & consulting engineers
- Maintenance and service technicians

From the sectors:

- Mechanical and plant engineering: 10.8%
- Chemical industry/process engineering: 10.1%
- Apparatus engineering: 10.1%
- Industry: Metal: 11.4%
- Research & development: 8.2%
- Service & consulting: 7.9%
- Trade & sales: 6.8%
- Other industry: 4.8%
- Industry: Electronics: 4.8%
- Craft: 3.7%
- Accessories supplier: 1.8%
- Others: 4.1%
Why should you take part as an exhibitor at WTT-Expo 2016?

Here are 9 convincing reasons:

**Compact:** on two days at the fair, you will come into contact with around 1,500 trade visitors. WTT-Expo takes place in one exhibition hall. This guarantees short distances for you as an exhibitor as well as for visitors.

**Focused:** this is where you will meet trade visitors who are looking for specific solutions for their heating and refrigeration projects. For you, that means: Handily any wasteage – you meet precisely your target group! In addition, 80% of the visitors are involved in investment decisions – a top-quality audience! The fact has also been confirmed by the WTT-Expo 2014 exhibitor survey: particular emphasis was once again placed on the quality of trade visitors!

**Efficient:** at WTT-Expo, you can make valuable contacts that otherwise would only be possible over a longer period of time. That saves time and costs for you and your company!

Numerous accompanying events and presentations provide you with plenty of opportunities to showcase your products as an exhibitor – use this possibility to increase your popularity among trade visitors!

**Networking in a relaxed atmosphere:** with customers, other exhibitors and partners. Benefit from the trade evening at WTT-Expo: this is where new ideas are born. And establish new personal contacts in order to support your sales activities!

**Visitor media package:** use the free invitation cards and advertising materials to draw your customers’ attention to your presence at the fair. Let us use our expertise to help you!

**A strong location in the south-west:** situated at the junction of three states, Kiel is the perfect location for WTT-Expo.

**Effective services:** tailor-made service solutions and individual advice make it child’s play of your participation in the trade fair! You can dedicate your full concentration to your customers.

**Personal support and close cooperation:** we are available for you at all times to take care of all the details!

Contact and booking:

**PP PUBLICO + Harald Krüssmann**

Tel. +49 201 79 1212

pp-publico@online.de