



VVS 2010 dagene
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FACTS ABOUT VVS-DAGENE 2010



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The trade fair VVS-dagene was organised for the 14th time in 2010. VVS-dagene 2010 had 199 exhibitors, each of which had an average area of about 35 square metres. The venue for the trade fair was provided by Norges Varemesse's (Norway Trade Fairs') facility in Lillestrøm outside Oslo over the period 20th–22nd October 2010.

In this brochure you will find facts and figures providing information about the whole event. These are available under the following main headings:

- **KEY FIGURES**
- **STATISTICS**
- **VISITORS**
- **EXHIBITORS**

«The aim of the surveys was to gauge customer satisfaction, to chart trends and to find out where we can make improvements the next time. In order to ensure neutrality, the data collection was conducted by ARGUS ANALYSE, which is an independent survey company.»

THE ARGUS SURVEYS

The ARGUS survey was based on the use of two different surveys in order to chart satisfaction in various areas amongst visiting professionals and exhibitors.

Shortly after the end of the trade fair, VVS-dagene commissioned two different market surveys.

- *The ARGUS survey of visiting professionals*
- *The ARGUS survey of exhibitors*

A number of significant extracts from the surveys are presented in the following.



KEY FIGURES AND STATISTICS

Visiting professionals were electronically registered and the results of this produced the following data:
A total of 9 147 professionals visited the trade fair. This group of professionals was comprised as follows:

KEY FIGURES

The most important key figures for the exhibition. The figures in brackets are from 2008:

- *There was a total of 9 147 professionals visiting the trade fair (10 971).*
- *VVS-dagene had 199 (259) exhibitors. The exhibitors had access to a total of 7 035 (8 728) net square metres.*

AREA OF ACTIVITY

Planning	11 %
Production	63 %
Management/Operations/Maintenance	7 %
Research/Education	4 %
Other	15%

DECISION- MAKING POWERS

Decision –making authority – 59 % (47 %)
Authorised to make suggestions – 24 % (27 %)

GENDER

Men – 89 % (78 %)
Women – 11 % (21 %)

BREAK DOWN BY AGE

Among professional visitors attending VVS-dagene there was an even and wide spread in terms of age:

46 % were between 25 and 45 (45 %)
4 % were under 25 (5 %)
49 % were between 45 and 66 (48 %)

VISITORS

HOW DID YOU FIND OUT ABOUT VVS-DAGENE?

Invitation cards and information provided by suppliers – 52 % (36 %)
Information at work – 46 % (42 %)
Invitation from the organiser – 29 % (4 %)
Read about in trade publications of papers – 30 %
Advertisements in trade publications – 29 % (9 %)

WHAT SPECIALISED AREAS

The specialised areas for which there was the greatest interest were:

Heat Pumps	56 % (28 %)
Heating and Energy	55 % (26 %)
Sanitation and Bathroom equipment	50 % (37 %)
Ventilation and Indoor Climat	46 % (25 %)
Pumps	29 % (12 %)
Refrigeration	22 % (9 %)
Building automation	21 % (10 %)
Tools	20 % (12 %)
Software	11 % (8 %)
Gas	7 % (6 %)

MOST IMPORTANT REASONS FOR VISITING

To keep up to date with the industry and find out the latest news – 79 % (69 %)
To find solutions for work related problems – 44 % (18 %)
Meeting colleagues in the industry – 46 % (19 %)

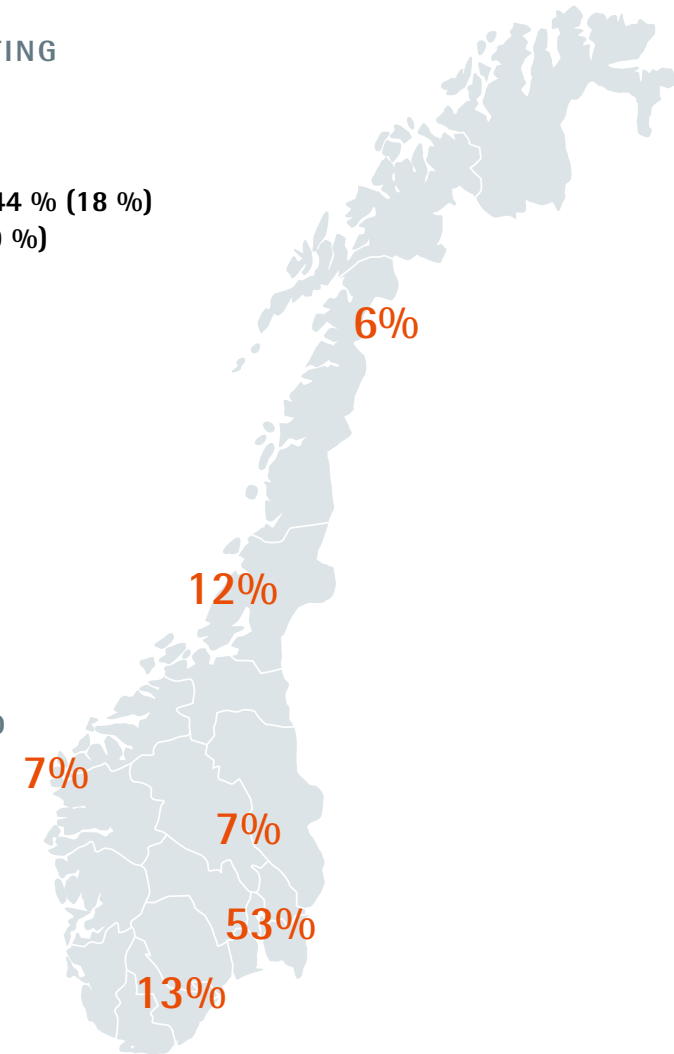
HOW MUCH TIME ALLOWED

93 % of the visitors allowed half a day to visit the trade fair (73 %)
11 % set aside one day or more
92 % responded that they most likely will visit VVS-dagene in 2012

BREAKDOWN OF VISITING PROFESSIONALS TO VVS-DAGENE 2010

The majority of the visitors came from different parts of Norway.

2,5 % of the visitors came from abroad.



EXHIBITORS

After the end of the exhibition ARGUS ANALYSE sent out an e-mail questionnaire to the exhibitors asking the opinion of VVS-dagene 2010. Replies were received from 56 % (50 %) of the exhibitors – a response rate with which we are very satisfied.

98 % said that they had had contact with customers that they think could result in sales/orders after the trade fair. 95 % of the exhibitors had contact with representatives of the most important groups of visitors.

REASON FOR PARTICIPATION

70 % wanted to meet new customers

40 % participate for making contact with existing and former customers

36 % to present/inform about new products

WE LOOK FORWARD TO SEEING YOU AT VVS-DAGENE IN 2012

We would like to thank both visitors and exhibitors for their input and suggestions. We will use these when planning the exhibition in 2012. The next trade fair will be held on 17th–19th October 2012. Information will be continuously put up on our website: www.vvs-dagene.no

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INFORMATION WILL BE CONTINUOUSLY PUT UP ON OUR WEBSITE: WWW.VVS-DAGENE.NO