

Visitors 3321

The visitor's Sector

Public Sector.....18 %

Private Sector.....82 %

The visitor's industries

IT / Telecom / Software Development.....32 %

Public Sector (Municipality /
Government).....18 %

Manufacturing / Industrial / Engineering.....17 %

Energy / Real Estate/ Construction.....13 %

Transportation / Logistics / Automotive.....4 %

Finance / Banking / Insurance / FinTech.....4 %

Retail / E-commerce.....4 %

Healthcare / Life Sciences 2 %

Other.....6 %

The visitor's professional area

IT Director/Manager /IT Leader /IT Consultant
/IT Project Manager /IT Strategist.....21 %

Chief Technology Officer /Head of Digital
/Chief Digital Officer /Chief Security Officer /IT
Security Director / CISO..... 16 %

Chief Executive Officer / Managing Director /
Board Member.....16 %

Operations Manager / Planning Manager /
Process Manager.....8 %

System Architect / System Engineer /
Network Architect7 %

Development Director / R&D Director.....6 %

Energy Developer / Energy Manager
/Environmental Manager / Sustainability
Director.....6 %

Technical Consultant / Technical Manager /
Telecom Manager..... 4 %

Chief Financial Officer / Finance Director /
Procurement Officer.....4 %

Other.....12 %

73% of the visitors are
leaders or management

The results of the surveys sent out after the fair show that **87%** of visitors decide or influence purchases.

67% answered yes to the question of whether their company/organisation during the next 18 months will purchase or enter into discussions regarding products or services displayed at the exhibition.

The visitors who answered yes to the question of whether they will buy products or services displayed at the exhibition stated that they will buy within these volumes:

More than 1 000 000 NOK	32%
Between 500 000-1 000 000 NOK	28%
Up to 500,000 NOK	27 %
Unknown amount	13%

The visitors stated the following purposes for the trade fair visit (multiple answer options possible):

Create new contacts	97%
Attend seminars and panel debates	64%
Get an overview of the industry	81%
See the latest news	81%
Meet current contacts and industry professionals	64%
Decision basis for purchasing	86%

The visitors stated the following when asked how much time they spent at the show:

Two days	23%
One day	26%
More than four hours	23%
More than two hours	15%
One to two hours	10%

89% of visitors stated that they are interested in visiting the show when it is held next time.

73% of visitors stated that they were satisfied or very satisfied with their overall exhibition experience.