



Visitors 5800

The visitor's Sector

Public Sector.....21 %

Private Sector.....79%

The visitor's professional areas

IT Director / IT Leader / IT Consultant / IT Project Manager / IT Strategist.....16%

System Architect / System Engineer / Network Architect / Programmer.....14%

Chief Executive Officer / Managing Director / Board Member.....12 %

Operations Director / Planning Manager / Program Manager / Project Manager.....11 %

Chief Technology Officer/Chief Digital Officer / Chief Innovation Officer /Chief Security Officer /IT Security Manager/ IT Security Director / CISO..... 10 %

Head of Data Centers / Data Centre Manager/Infrastructure Manager / Datacenter Specialist.....10%

Development Director / Manager / R&D Director /Technical Manager / Telecom Manager.....10 %

Energy Developer / Energy Manager / Sustainability Director.....7 %

Chief Financial Officer / Finance Director / Procurement Officer.....6 %

Other.....4 %

The visitor's industries

IT / Telecom36 %

Public Sector (Municipality / Government)....16 %

Manufacturing / Industrial Engineering.....13 %

Finance / Banking / Insurance / FinTech.....14 %

Energy / Utilities / Infrastructure/Defence tech.....5 %

Real Estate / Construction / PropTech.....5 %

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

Other.....7 %

74% of the visitors are
leaders or management

The results of the surveys sent out after the fair show that **82%** of visitors decide or influence purchases.

71% 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 SEK	20%
Between 500 000 - 1 000 000 SEK	33%
Up to 500,000 SEK	37%
Unknown amount	10%

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

See the latest news	86%
Attend seminars and panel debates	74%
Get an overview of the industry	77%
Create new contacts	84%
Meet current contacts and industry professionals	67%
Decision basis for purchasing	65%

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

Two days	22%
One day	31%
More than four hours	18%
More than two hours	15%
One to two hours	12%

83% of visitors stated that they are interested in visiting the show when it is held next time.

88% of visitors stated that they were satisfied or very satisfied with their overall exhibition experience.