



FDV ²⁰¹⁰ dagene
FORVALTNING-DRIFT-VEDLIKEHOLD

FACTS ABOUT FDV-DAGENE 2010



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The trade fair FDV-dagene was organised for the second time in 2010. FDV-dagene 2010 had 63 exhibitors, each of which had an average area of about 24 square metres. The venue for the trade fair was provided by Norges Varemesses (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 the various areas amongst visiting professionals and exhibitors

Shortly after the end of the trade fair, FDV-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 2 126 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 FDV-dagene 2008.

- *There was a total of 2 126 professionals visitors at the trade fair (1 999).*
- *FDV-dagene had 63 exhibitors (71). The exhibitors had access to a total of 1 488 (1 616) net square metres.*

AREA OF ACTIVITY

Planning	3 %
Production	5 %
Management/Operations/Maintenance	27 %
Cleaning	42 %
Other	23 %

BREAK DOWN BY AGE

3 % were under 25 years old (5 %)
31 % were between 25 and 45 (45 %)
65 % were between 45 and 66 (48 %)

DECISIONS- MAKING POWERS

14 % decide alone (14 %)
45 % advisory (33 %)

GENDER

54 % men (78 %)
46 % women (21 %)

VISITORS

HOW DID YOU FIND OUT ABOUT FDV-DAGENE

Invitation cards and information provided
by suppliers – 47 % (31 %)
Information at work – 37 % (50 %)
Read about in trade publications or papers – 22% (2%)

SPECIALIST AREAS

Cleaning	57 % (14 %)
Facility Management	37 % (9 %)
Ventilation and Indoor Clima	30 % (10 %)
Heating and Energy	29 % (9 %)
IT	24 % (4,5%)
Building automation	23 % (6 %)
Heat Pumps	15%

MOST IMPORTANT REASONS FOR VISITING

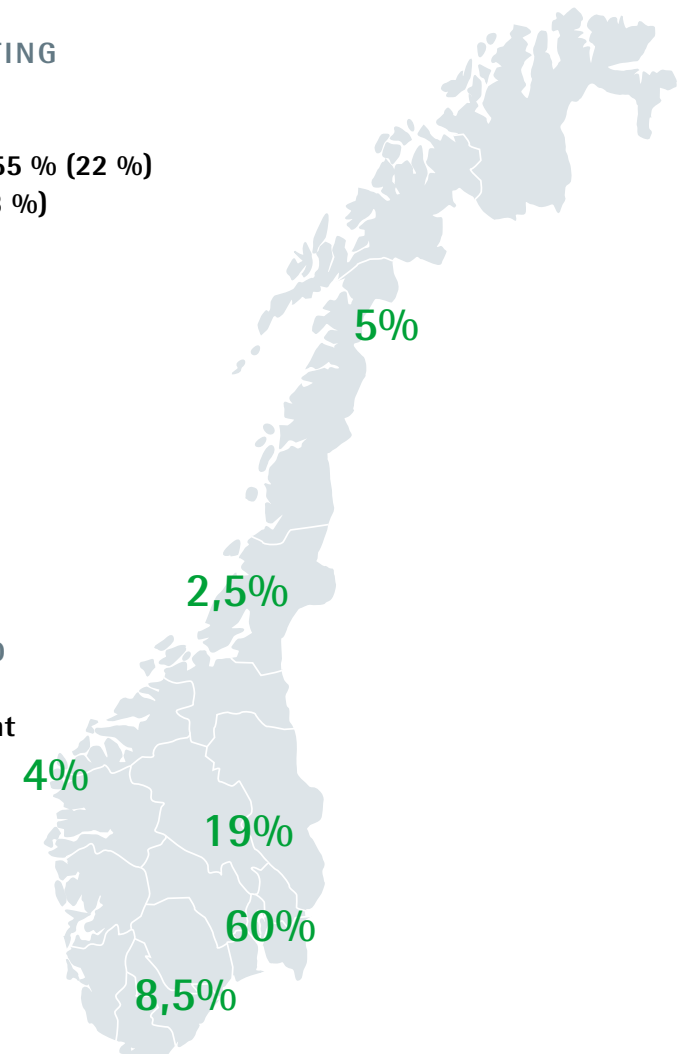
To keep informed – 77 % (71 %)
To find solutions for work related problems – 55 % (22 %)
Meeting colleagues in the industry – 25 % (13 %)

HOW MUCH TIME ALLOWED

46 % allowed 3 – 4 hours (34 %)
32 % set aside half a day or more (39 %)
93 % responded that they most likely
will visit FDV-dagene in 2012.

BREAKDOWN OF VISITING PROFESSIONALS TO FDV-DAGENE 2010

The majority of the visitors came from different
parts of Norway.
0,4 % 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 FDV-dagene 2010. Replies were received from 57% of the exhibitors – a response rate with which we are very satisfied.

97 % said that they had had contact with customers that they think could result in sales/orders after the trade fair. 79 % of the exhibitors had contact with representatives of the most important groups of visitors.

REASON FOR PARTICIPATION

70 % wanted to meet new customers

49 % participate for making contact with existing and former customers

36 % to present/inform about new products

WE LOOK FORWARD TO SEEING YOU AT FDV-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 fair will be held on 17th–19th October 2012. Information will be continuously put up on our website: www.fdv-dagene.no

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