



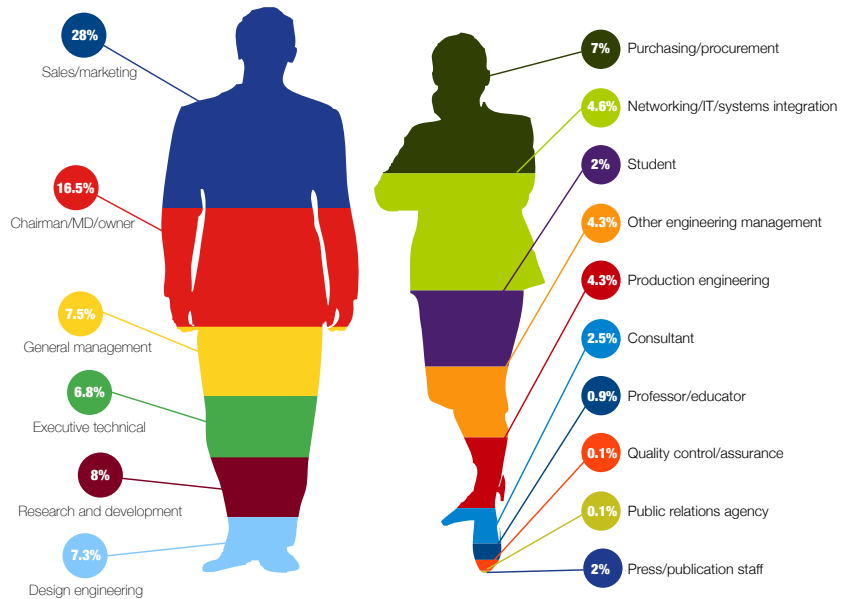
THE STATISTICS

ECOC Exhibition 2017 attracted **327** exhibiting companies and **5,914** attendees. ECOC reaches an international audience with over **81%** of attendees arriving from the non-host country and **81** countries represented.

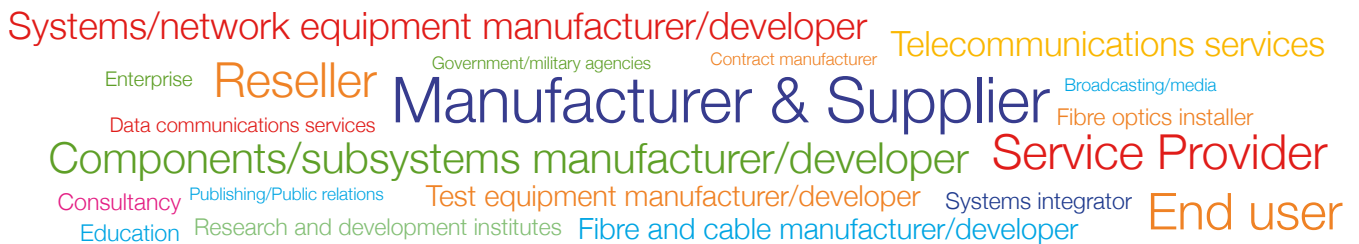
“ECOC is the biggest show in Europe as far as we are concerned and is the ideal place for us to launch our rebrand. The exhibition gives us the opportunity to show our current and potential customers what we do, as well as acting as a meeting point for the entire industry”

Ward Williams, CEO, ProLabs

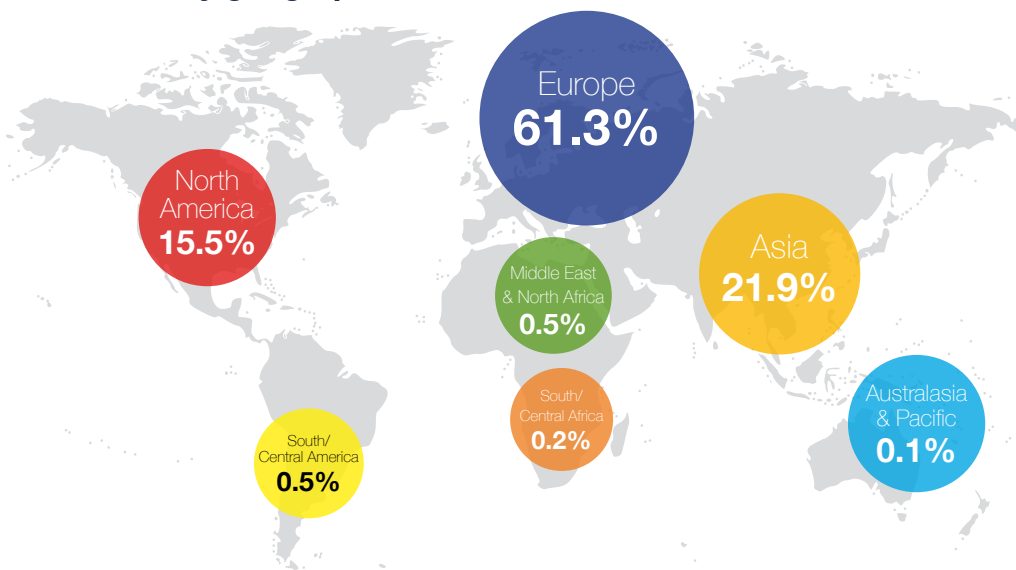
Attendees by area of responsibility



Main activity of organisation of ECOC Exhibition 2017 visitors



Attendees by geographic location



*“The ECOC Exhibition has grown in the seven years we have been attending, and it is becoming more and more evident that this is **the place to go for the industry in Europe**. We are now not only meeting with suppliers, but customers and end-users as well”*

Yigal Ezra, CEO, ColorChip



100% of visitors found the show useful in finding out about new product developments



95% of visitors went to ECOC with the aim of finding a new supplier



85% of visitors have an influence on purchases within their organisation



75% of visitors attended the the exhibition for two days or more



90% of visitors said their time at the show was successful



76% of visitors agree that ECOC is the most important show of its kind in Europe



87% of visitors said they would recommend the ECOC Exhibition to a colleague



87% of visitors are planning to attend the show in Gothenburg