



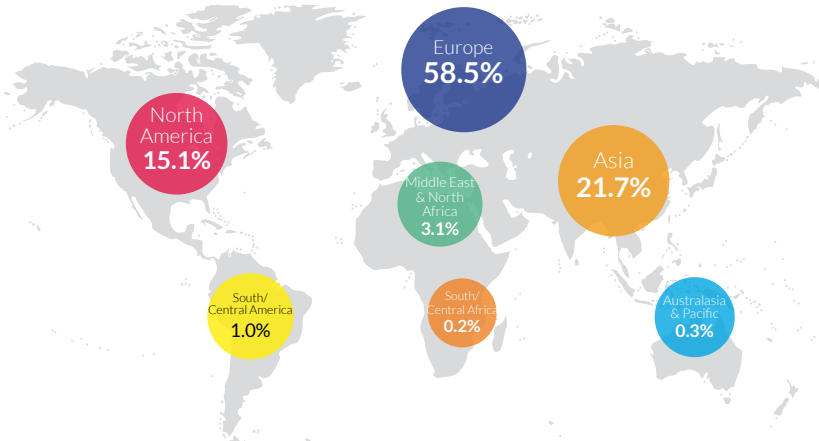
ECOC EXHIBITION 2019 STATISTICS

“ECOC is a great place for us... it's the place to be to meet industry leaders and catch up with new technologies.”

Sven Kruger, VP Marketing and Sales, HUBER + SUHNER Cube Optics

ECOC Exhibition 2019 took place in Dublin, Ireland from 23rd to 25th September and attracted **337** exhibiting companies and **6,569** attendees. ECOC reaches an international audience with over **81%** of attendees arriving from the non-host country and **90** countries represented. Market Focus featured another huge line-up, with **30** presentations from some of the top names in the industry, attracting **3,600** visitors across the three-days.

ATTENDEES BY GEOGRAPHIC LOCATION



FEEDBACK FROM EXHIBITOR SURVEY



COMMUNICATIONS

The ECOC Exhibition is supported by a comprehensive marketing campaign.

2,553 followers
227,500 twitter impressions

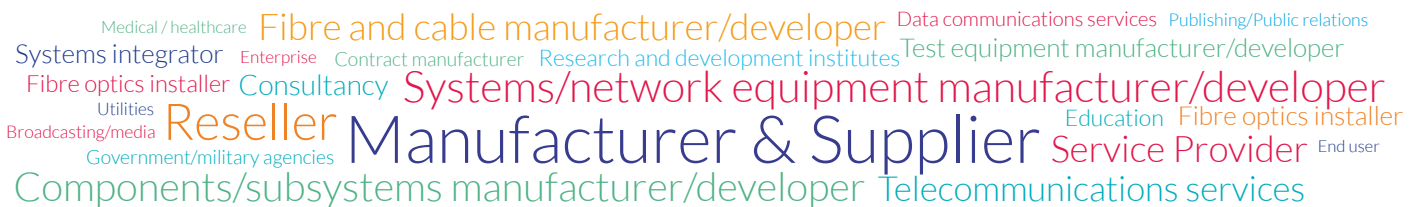
90,711 emails sent
28.98% average open rate

ATTENDEES BY AREA OF RESPONSIBILITY



Sales/marketing	8.5%
Chairman/MD/owner	6.1%
General management (CFO, CMO, etc.)	7.5%
Executive technical (CTO, COO, VP engineering)	7.2%
Design engineering	6.8%
Research and development	6.4%
Networking/IT/systems integration	5.8%
Purchasing/procurement	5.3%
Other engineering management	4.2%
Consultant	4.0%
Other (please specify)	2.8%
Production engineering	2.4%
Student	1.3%
Professor/educator	0.8%
Press/publication staff	0.5%
Quality control/assurance	0.4%

MAIN ACTIVITY OF ORGANISATION



93% of visitors found the show useful in keeping up to date with new developments and trends

83% of visitors went to ECOC with the aim of finding a new supplier

93% of visitors have an influence on purchases within their organisation

86% of visitors attended the exhibition for two days or more

92% of visitors said their time at the show was successful

93% of visitors said they would recommend the ECOC Exhibition to a colleague

84% of visitors said they arranged business with an existing supplier

92% of visitors are planning to attend the 2020 show in Brussels.

“ECOC is really a milestone every year, because all of our customers are here and all of our partners are here... so for us it's a very important show”

Tomas Yanez, Solutions and Product Marketing Manager, Viavi Solutions