



Facts and Figures of Popkomm 2005

exhibitors: 796 (Popkomm 2004: 663)

participating companies: more than 2,200 from 48 countries

trade visitors: 15.108

about three-quarters of all trade visitors came from abroad

decision-makers: about three-quarters in senior management positions

display area: 16.000 m² brutto

good business asserted: 87 per cent exhibitors / 86 pro cent trade visitors

contracts closed during Popkomm: two-thirds of all the exhibitors

further business expected: 80 of all the exhibitors

participation Popkomm 2006 announced: 87 per cent of all the exhibitors and almost 86 per cent of all the trade visitors

accredited journalists: more than 2.000 from 27 countries