

ITnT EXHIBITOR INFORMATION

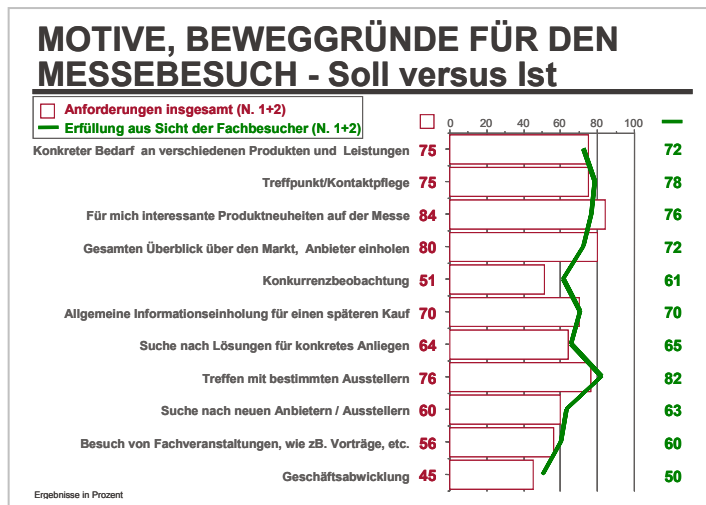
- **High density of purchasing executives at the ITnT**

The majority of people at the show are from the management tiers or are IT staff, as well as individuals working in distribution. A fifth of the visitors came from the information and consulting sectors, every sixth from a sales operation and every eighth was employed in the public sector. Two thirds of these people played either a decisive or an influential role in their companies' purchasing decisions. The ITnT managed to attract trade visitors from companies of every size, this year's focus being placed on larger companies. Domestic visitors came mostly from Vienna and Lower Austria, although Upper Austria and Styria were also well in the frame. Foreign visitors came from Germany, the Czech Republic, and Slovakia. Four out of ten visitors were regulars at the show and a third of visitors were new this year.

- **Interesting new products attract visitors to the show**

The main reason visitors came to the show is to view the latest interesting innovations and new products, and to gain an overview of the market and the suppliers as a whole. The show has become very important as an interface between trade visitors and exhibitors. Three quarters of the trade visitors are motivated to visit the ITnT by their demand for various products and services.

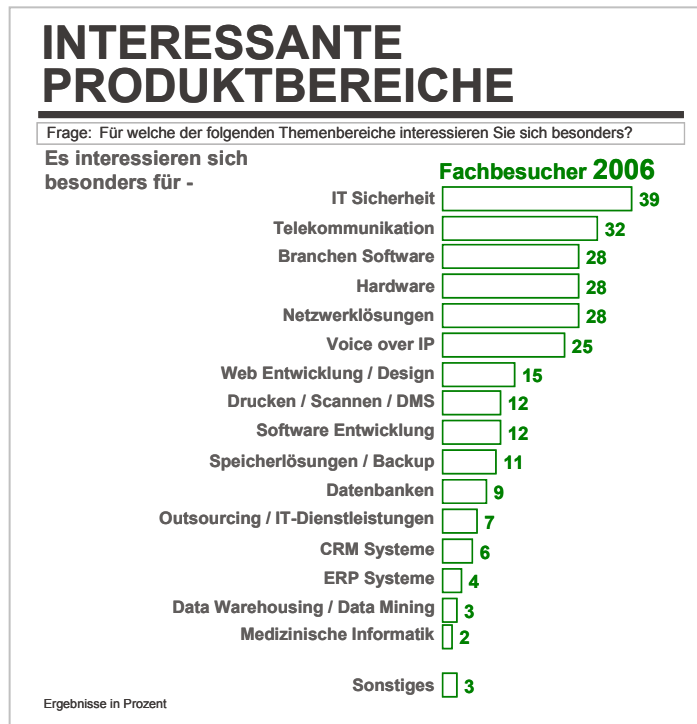
- **The interests of trade visitors are many and varied**



Trade visitors attending the ITnT came with a broad spectrum of interests. Above all, interest was shown in telecommunication and IT security. Sector specific software, hardware and network solutions continued to be product groups generating great interest. Interest in voice-over IP has grown considerably this year; a segment the trade visitors considered to be underrepresented at the ITnT, and which is expected to grow in importance in the future. Other product segments displaying growth potential are telecommunication, web development, design and software development.

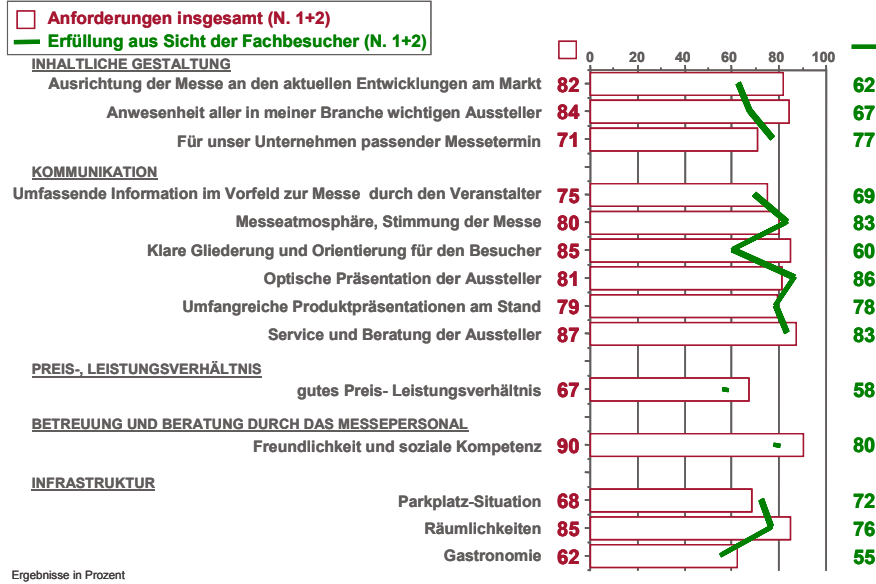
- **Trade visitors expect a great deal from the event**

As well as the importance of care and advice provided by the exhibition organisation team, the



issue of communication was of particular importance. Visitors expect service and advice from exhibitors, aesthetically pleasing presentation and a comprehensive range of products on show on the stand. A well ordered and easily navigable event is also of great value to visitors, as is the atmosphere at the event. Most trade visitors expressed their satisfaction with the ITnT. Orientation within the fair could still be improved.

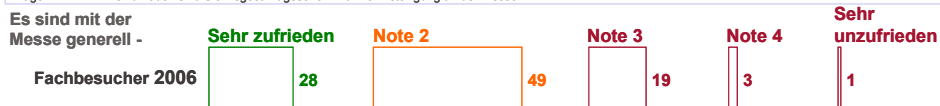
DETAILBEWERTUNG - Inhaltliche Gestaltung / Kommunikation / Preis-, Leistung / Betreuung und Beratung / Infrastruktur



All in all more than three quarters of those polled were happy with the show.

MESSEZUFRIEDENHEIT - GLOBAL

Frage: Wie zufrieden sind Sie insgesamt gesehen mit Ihrer Beteiligung an der Messe?



- **High show relevance according to trade visitors**

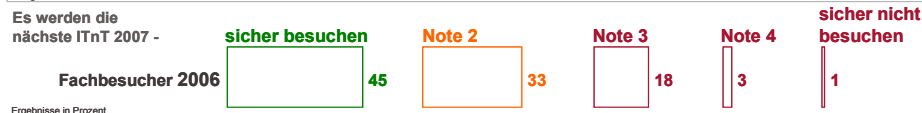
The ITnT is rated highly by trade visitors. 77% of them believe the show is representative of the sector as a whole. Three quarters of those interviewed believed the show would grow in significance over the coming years. 62% of the trade visitors rated the event as being 'very important'. Around two thirds claimed the ITnT was more or less a must see for their business.

- **The next edition has great potential**

More than three quarters of this year's visitors intend to return to the ITnT next year. This bodes well for the coming edition.

POTENTIAL FÜR DIE ITNT 2007

Frage: Werden Sie die Messe auch im Jahr 2007 besuchen?



Background info on the poll:

Results of a poll on 358 trade visitors at the ITnT show. Data gathered via CAPI on site on the 14th, 15th and 16th of February 2006.