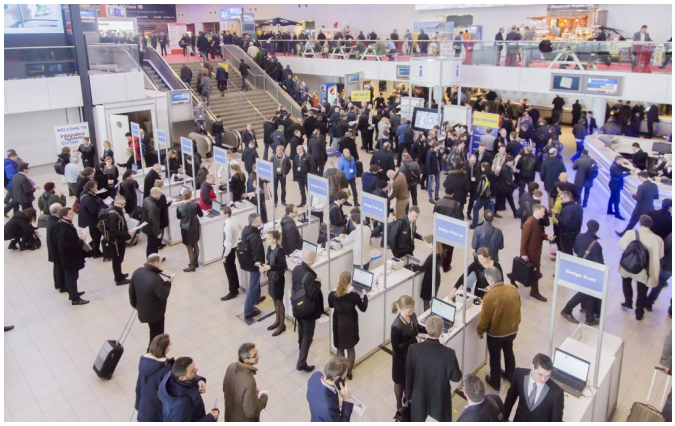
Integrated Systems Events reports over 40% of ISE 2017 attendees were first timers, with 15662 exhibitor personnel contributing to a total visitor count on 73413 and 22713 visiting for the first time.



The "Official Facts and Figures" report, based on data collected from registrations and post-show questionnaires, breaks down show visitor demographics. For instance, the show hosted 1192 exhibitors from 79 countries, and over 30% of visitors were system integrators, with distributors and manufacturers making 16.8% and 14.9% respectively.

Technology consultants account for 8.7% of the total, and end customers make 7.8%. Interestingly, 34.2% of attendees have interests spanning both commercial and residential sectors, while 10.8% were purely interested in seeing residential solutions. The remaining 55% were interested solely in the commercial sector.

Top and management level positions account for the largest portion of exhibitors, with 19.1% reporting they are chairmen, owners or partners. 22% say they are managers or heads of departments, 6.7% VPs, EVPs and directors, and 11.4% CEOs, COOs or presidents. Nearly 50% of attendees could authorise purchases, and if the proportion includes those who can make recommendations it rises to 79%. Almost 39% were able to authorise or recommend expenditure of over €1 million annually.

The Netherlands, UK, Germany, Belgium, France and Italy account for 44226 of the visitor total. There was strong representation from the USA and China, with 2333 and 1975 attendees respectively.

Finally, 94.2% of visitors say they will return to ISE in the future.

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