

aqua THERM

MOSCOW

25th INTERNATIONAL EXHIBITION

of domestic and industrial equipment for heating, water supply, engineering and plumbing systems, ventilation, air conditioning, swimming pools, saunas and spas

FACTS AND FIGURES ON 2020 SHOW VISITORS

FEBRUARY 2-5, 2021

Crocus Expo

www.aquatherm-moscow.ru

KEY FACTS AND FIGURES ON VISITORS*

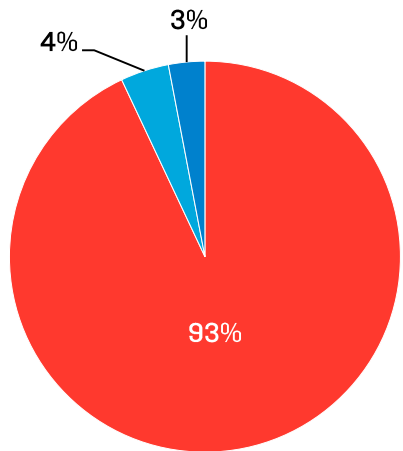
- **28 902** visitors from 80 Russian regions and 50+ countries attended Aquatherm Moscow 2020
- **73%** visitors consider Aquatherm Moscow important for their business
- **94%** visitors take or influence the purchasing decision in their companies
- **82%** visitors are ready to purchase products from exhibitors
- **25%** visitors consider company's annual purchasing budget to be over 50 million rubles (625 000 EUR)

** Based on Aquatherm Moscow 2020 data*



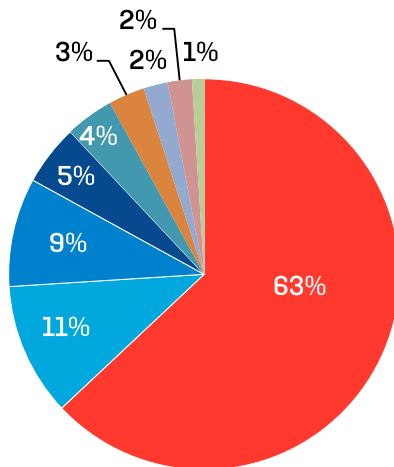
VISITOR GEOGRAPHY

GEOGRAPHY OF ALL VISITORS



■ Russia ■ CIS countries ■ Other countries

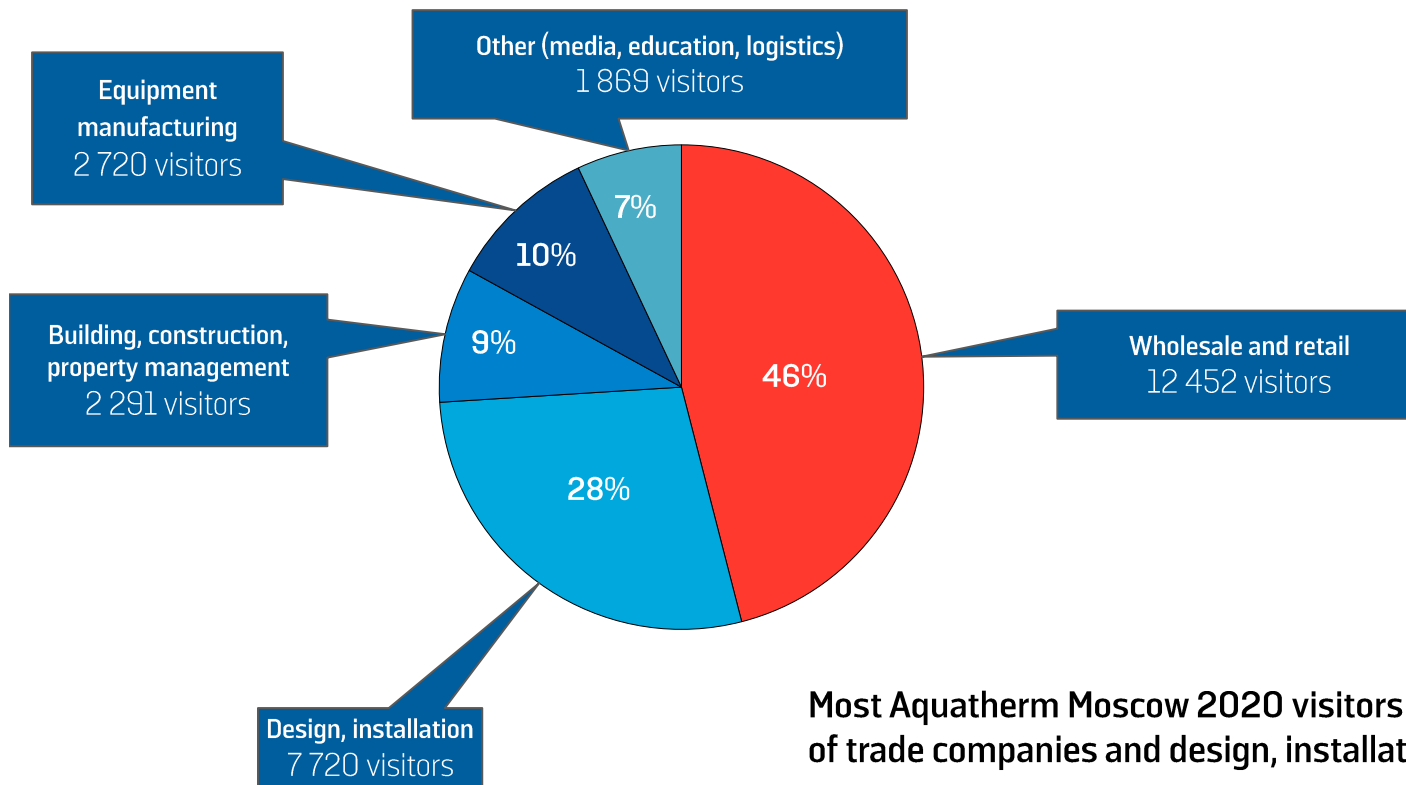
GEOGRAPHY OF RUSSIAN VISITORS



- Moscow and Moscow region
- Central Federal District
- Volga Federal District
- Northwestern Federal District
- Southern Federal District
- Ural Federal District
- Siberian Federal District
- North Caucasus Federal District
- Far Eastern Federal District

The share of domestic attendees at Aquatherm Moscow 2020 is 93%. The share of international visitors is 7%. 63% of all domestic visitors are from Moscow and Moscow regions, 37% – from other Russian regions.

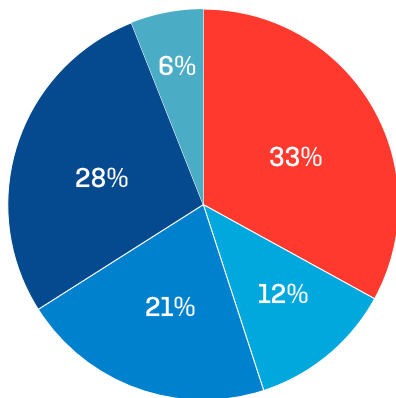
VISITOR BUSINESS PROFILE



Most Aquatherm Moscow 2020 visitors are representatives of trade companies and design, installation organisations.

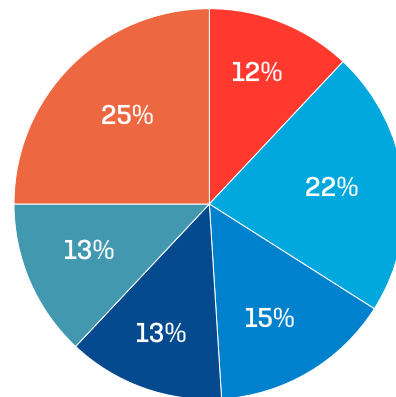
LEVEL OF SENIORITY & PURCHASING POWER

JOB POSITION



- CEO/Senior manager
- Division manager / Head of a department
- Line manager / Supervisor
- Non-managerial executive
- Self-employed

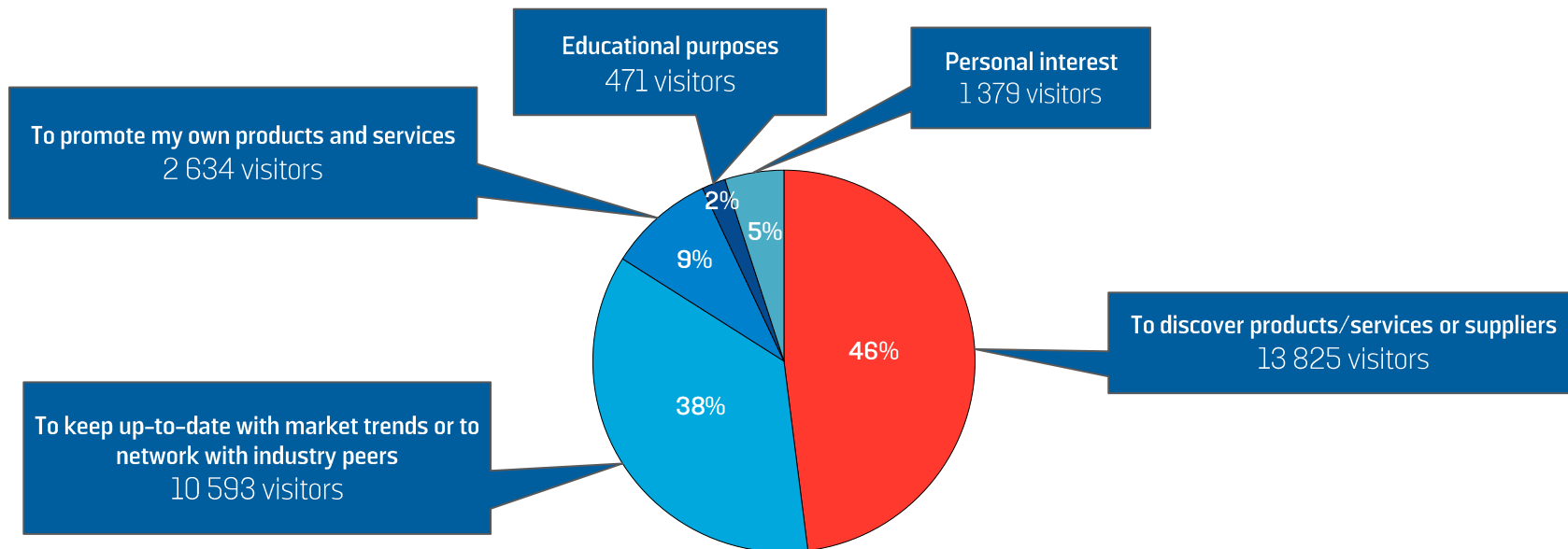
VISITOR PURCHASING POWER



- Up to 1 mln rub (13K eur)
- 1-5 mln rub (13-65K eur)
- 5-10 mln rub (63-125K eur)
- 10-20 mln rub (125-250K eur)
- 20-50 mln rub (250-625K eur)
- Over 50 mln rub (625K)

26% visitors consider company's annual purchasing budget to be 10-50 million rubles (125-625 000 eur), 25% visitors – over 50 million rubles (over 625 000 eur).

PURPOSE OF ATTENDENCE

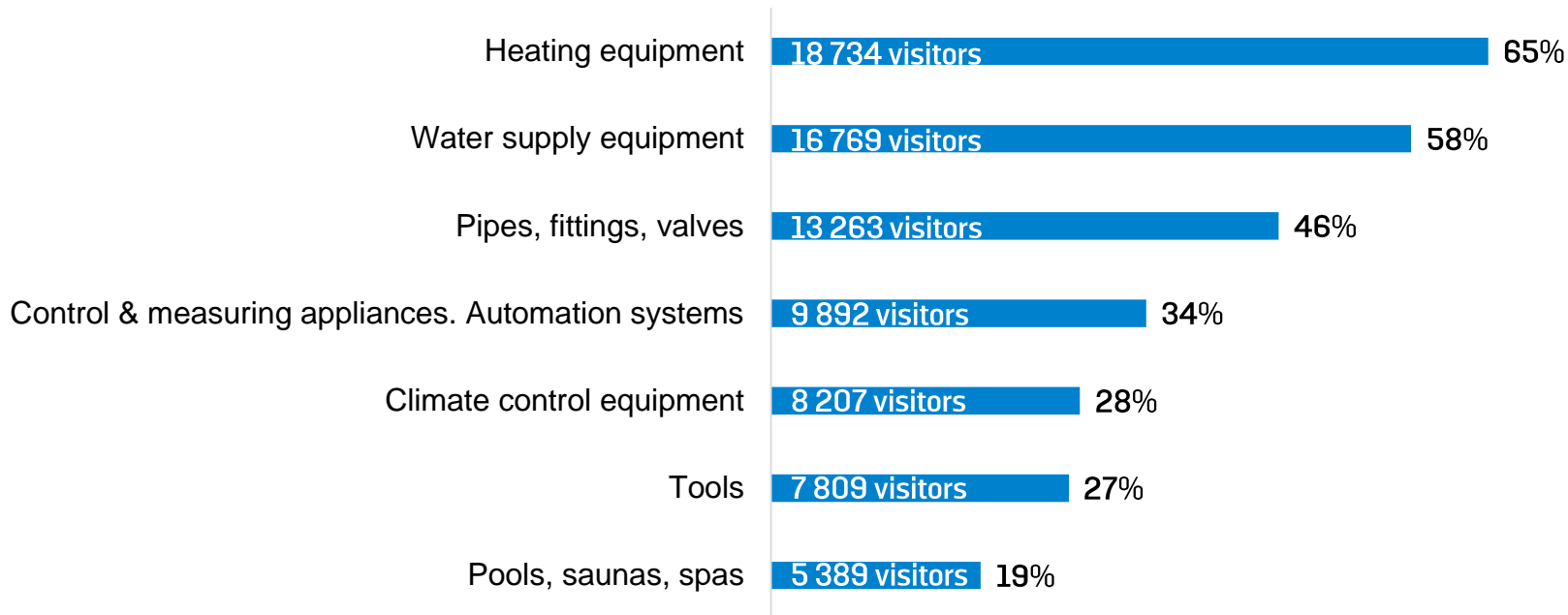


24 418 specialists are target visitors who come to the show to discover products/services, suppliers and keep up with market trends or network with market participants.

VISITORS' PURPOSE OF ATTENDANCE IN ACCORDENCE WITH THEIR BUSINESS PROFILE

Visitor business profile	To discover products/services or suppliers	To keep up-to-date with market trends or to network with industry peers
Wholesale and retail	7 312 visitors (53%)	2 921 visitors (38%)
Design, installation	3 976 visitors (29%)	2 318 visitors (30%)
Building, construction, property management	1 095 visitors (8%)	785 visitors (10%)
Equipment manufacturing	840 visitors (6%)	4973 visitors (13%)
Other (media, education, logistics)	642 visitors (4%)	675 visitors (9%)

VISITOR PRODUCT INTEREST



Most Aquatherm Moscow 2020 visitors are interested in equipment for heating and water supply and in pipes, fittings, valves. 41% visitors are interested in domestic equipment, 19% – in industrial, 42% – in both types of equipment.

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ANNIVERSARY INTERNATIONAL EXHIBITION

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CONTACT US



ELENA ZELENINA
Exhibition Director

elena.zelenina@reedexpo.ru

+7 495 937 6861 ext. 146

+7 926 520 0975



ELENA DOBRETSOVA
International Sales Manager

elena.dobretsova@reedexpo.ru

+7 495 937 6861 ext. 140

+7 926 206 1837



PAVEL MOSHNYAGA
International Sales Manager

pavel.moshnyaga@reedexpo.ru

+7 495 937 6861 ext. 157

+7 926 520 1018