

Europe's #1
in digital learning

LEARNTEC



4 - 6 June 2024
Karlsruhe Trade Fair Centre

REVIEW 2024

facts & figures- LEARNTEC



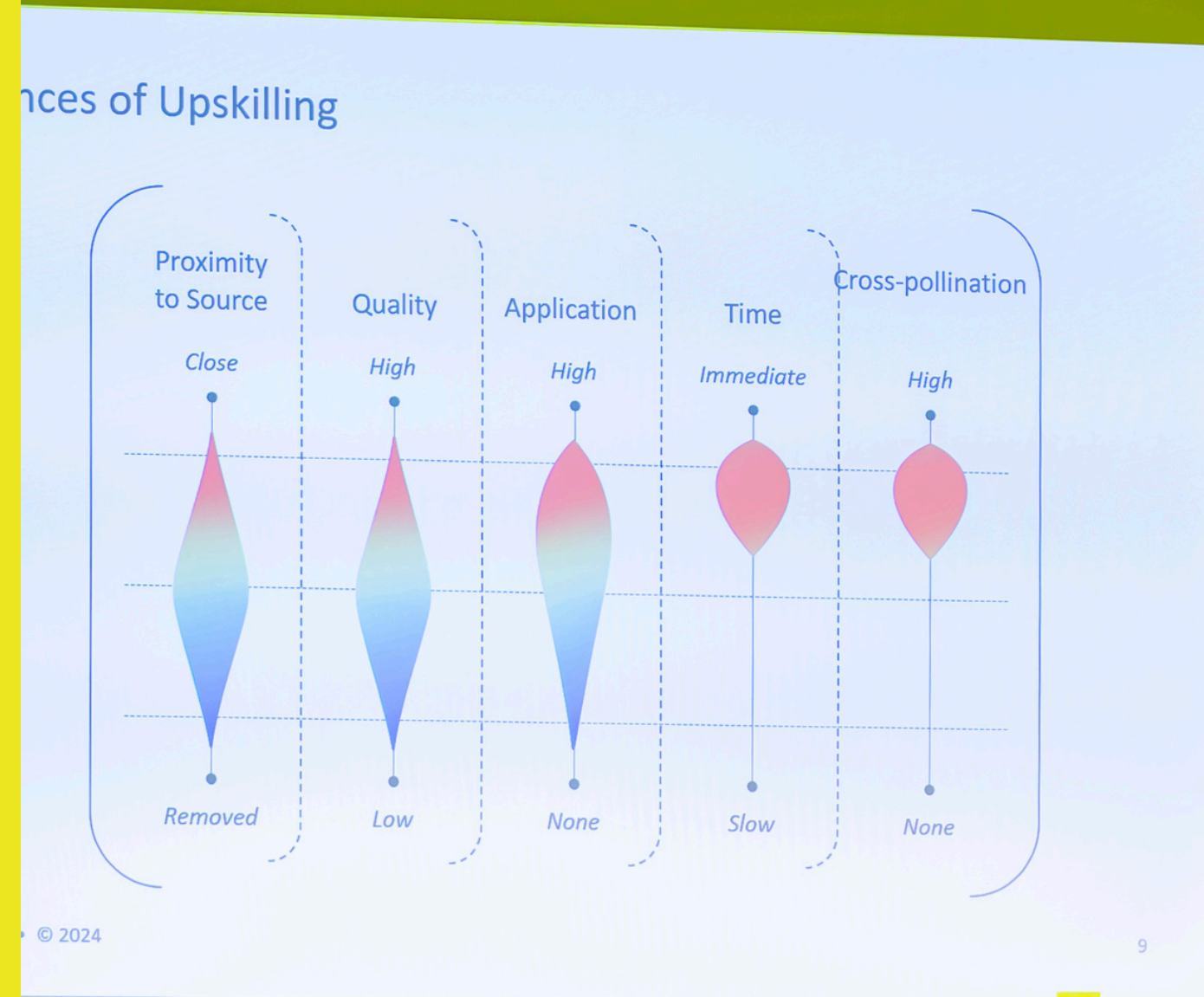
REVIEW TRADE-FAIR 2024

- ➔ 418 exhibitors from 19 nations
- ➔ 3 halls
- ➔ about 14.000 trade-fair visitors from 43 nations
- ➔ 35.100 square meters gross exhibition space
- ➔ 12 stages
- ➔ over 600 speakers



REVIEW CONVENTION 2024

- about 1.200 Attendees
- over 70 speeches and workshops
- over 330 further speeches at the trade-fair
- more than 150 speakers in the convention



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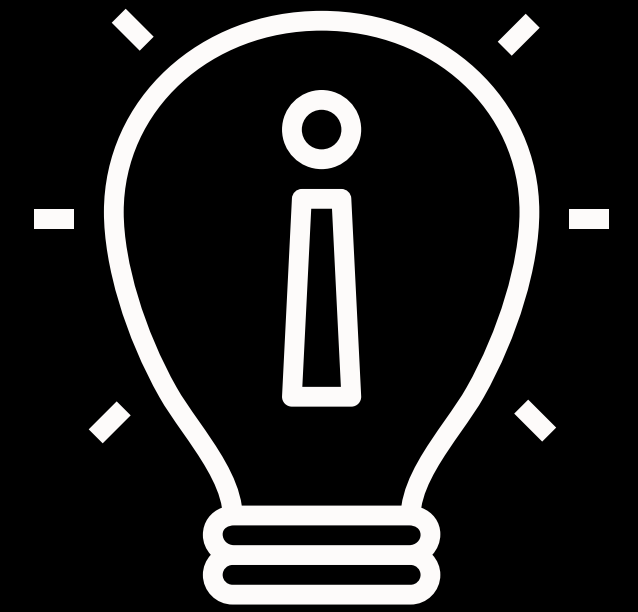
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6 – 8 May 2025

Karlsruhe Trade Fair Centre

TOPIC AREAS TRADE FAIR



3 main topics:

- digital education in schools
- digital education in universities
- Corporate Learning

hall 1:

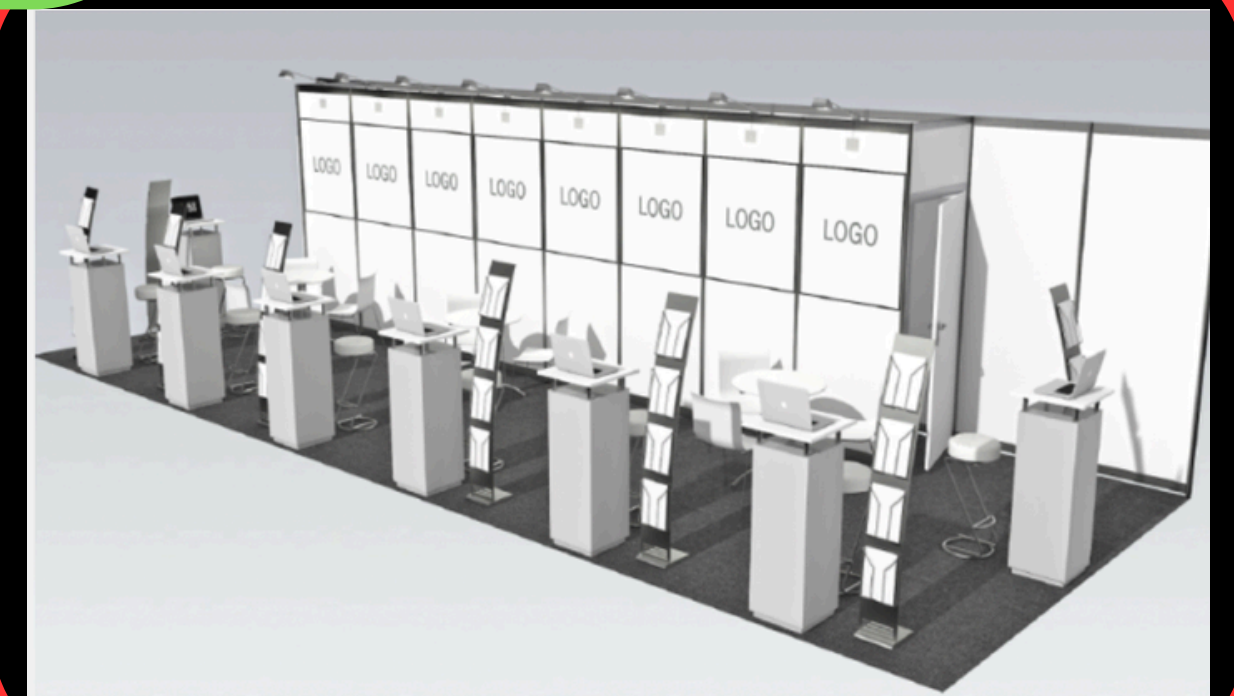
- Corporate Learning
- digital education in universities

hall 2:

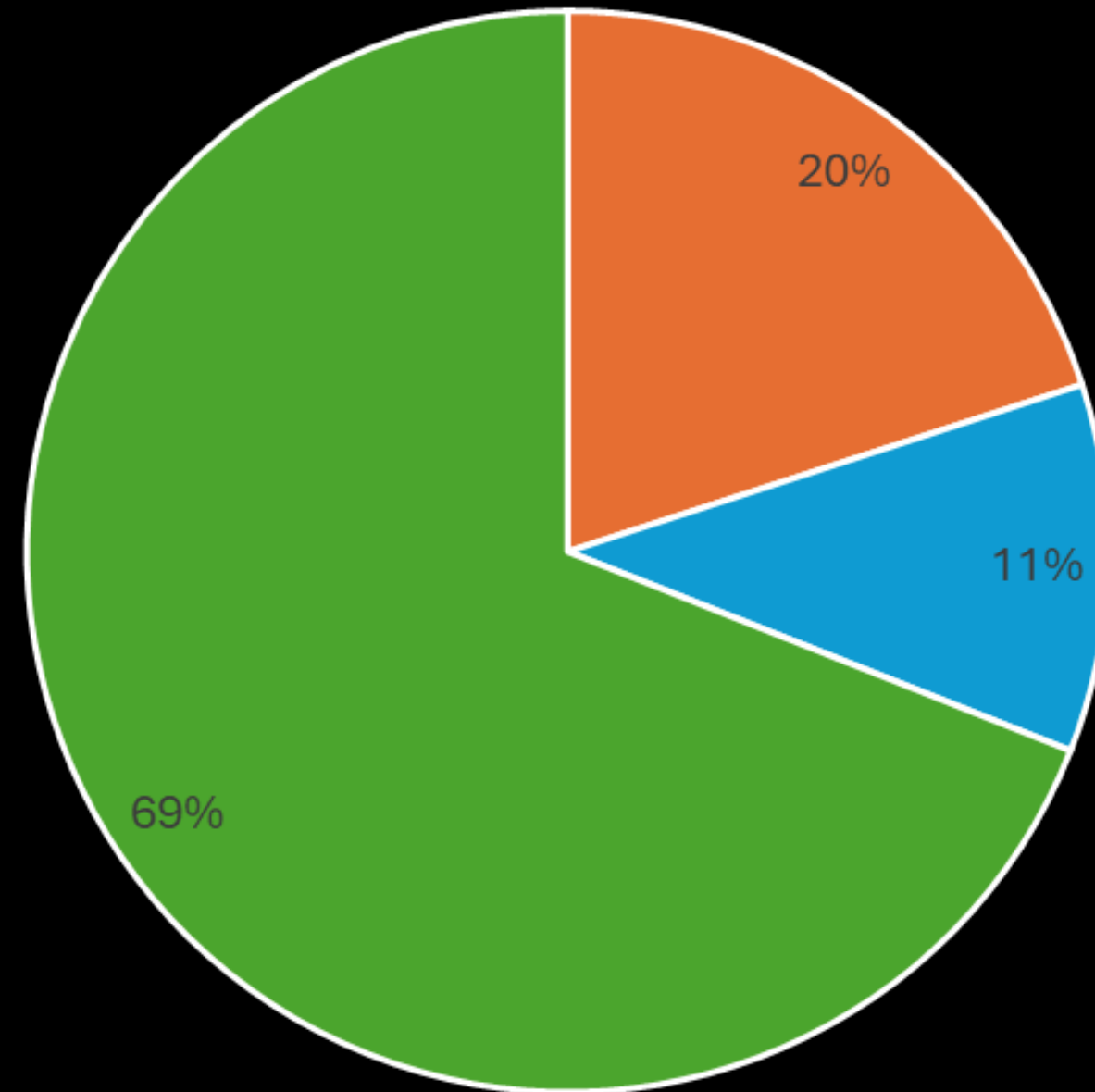
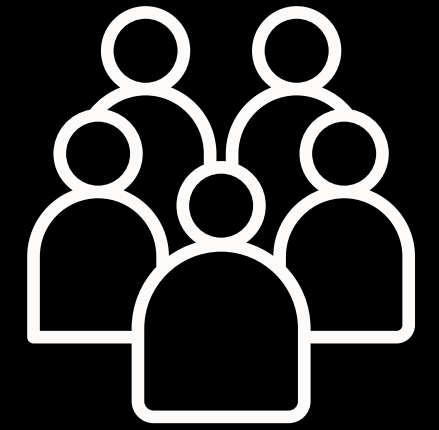
- Corporate Learning
- digital education in universities
- **Augmented and Virtual Reality**
- **International Start-up Area**

dm-arena (hall 4):

- digital education in schools



SIGNIFICANT VISITOR GROUPS



- school
- university
- Corporate

SIGNIFICANT VISITOR GROUPS



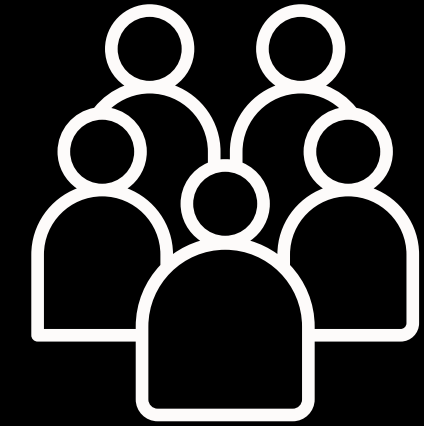
Exhibition areas:

- Hardware / equipment
- Media
- Tools and technologies
- Content / content production
- Education management
- Training and coaching
- Knowledge management

Visitor target groups:

- Decision-makers and educational planners from the worlds of business, academia and politics
- IT managers and officers
- Decision-makers from marketing and sales
- Supervisors and HR developers
- HR managers
- Vocational and professional training managers
- Education planners and managers
- Private education providers and developers
- Independent trainers and coaches

SIGNIFICANT VISITOR GROUPS (AS PER FKM NOMENCLATURE)



- 21,6 % Educational institutions
- 11,72 % Industry
- 8,2 % Government agencies / Public administration
- 10,1 % Services
- 7,3 % IT / Software
- 5,3 % Consulting
- 4,8 % Research / Teaching
- 4,3 % Training
- 3,5 % Trade/ Distribution

Company size:

- up to 10 employees: 10 %
- upto 50 employees: 12,2 %
- upto 200 employees: 15,2 %
- upto 1,000 employees: 18,1 %
- upto 10,000 employees: 23,2 %
- Over 10,000 employees: 14,9 %

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CATCHMENT AREA



Distance travelled to event:

over 300 km: 31,6 %
up to 300 km: 30,4 %
up to 100 km: 18,2 %
up to 50 km: 19,8 %

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REVIEW

Purchasing decision power of LEARNTEC visitors within their companies:

70% of the visitors are decision makers!

92,4 % recommend
LEARNTEC to business
partners / colleagues

Percentage of first-time visitors:

2024: 60,2 %

85,2 % plan to visit
LEARNTEC 2025

Visitors who only attend LEARNTEC:

2024: 69,7 %

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