



**Arbeits  
Sicherheit  
Schweiz**

7<sup>th</sup> Trade Fair for Occupational Safety, Health Protection & Health Promotion in the Workplace



Trade Fair for logistics & cargo securing of dangerous goods and materials



Trade Fair for work wear

**19-21 June 2018**  
**BERNEXPO**

**2,781**  
VISITORS

**200**  
EXHIBITORS

**80 %** of the exhibitors rated the quality of the visitors very good to good.

**8** KEYNOTE SPEAKERS

**4** CONTENT STAGES

**80** PRESENTATIONS

**3** SPECIAL AREAS

**3** LIVE SHOWS



**NEW in 2018:**

Live Show GLL Expo organized by The Training Center Fire - Hazmat - Safety Zofingen



## EXHIBITORS PARTICIPATION GOALS

Increasing brand awareness  
**75%**

Acquiring new customers, partners  
**64%**

Presentation of new products / services  
**53%**

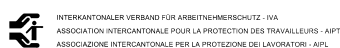
Customer Care  
**44%**

Image Improvement  
**42%**

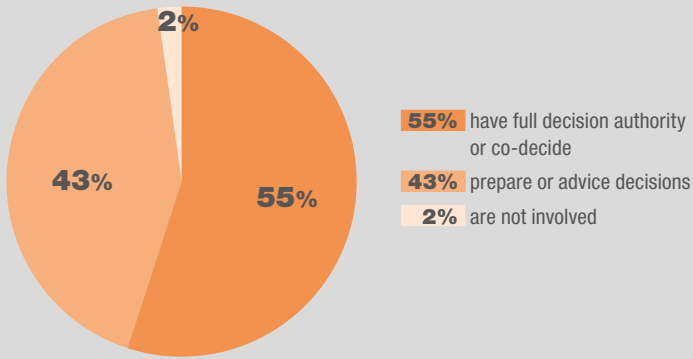
## VISITOR MARKETING

- **+ 50** media partnerships
- **+ 55** ads in the trade and daily press
- Print run of the trade fair newspaper: **70,000**
- Around **50,000** trade fair postcards and **10,000** French visitor flyers
- **40** editorial articles in the national and international trade press
- Social media campaigns on Facebook, Instagram, and Twitter
- **40** appearances on websites and in newsletters
- Online presence via social media (Facebook, Twitter, Xing, LinkedIn, Google, Flickr, Instagram, Newsletter)
- **35** targeted online newsletters to sent to approx. **21,000** potential visitors and exhibitors

## PARTNERS



## VISITORS' DECISION MAKING AUTHORITY



## VISITORS FROM

BELGIUM · GERMANY · FRANCE · GREAT BRITAIN · ITALY · LIECHTENSTEIN · LUXEMBOURG · THE NETHERLANDS · NORWAY · AUSTRIA · SWITZERLAND

**20%** of trade visitors come from the Frenchspeaking Switzerland.

**88%** of the visitors are planning to stay in touch with one or more exhibitors after the trade fairs.

**90%** of the visitors plan to visit the trade fairs in 2020 again.

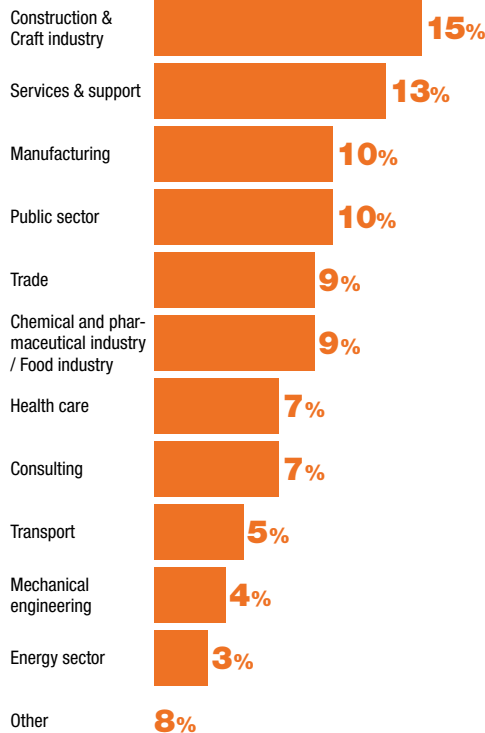
**85%** of the visitors would definitely recommend our trade fairs.



**SAVE THE DATE!**

**26-28 May 2020**  
**BERNEXPO**

## VISITORS' BRANCH OF INDUSTRY



## EXHIBITORS' FEEDBACK

*„It was our first time at ArbeitsSicherheit in Bern. A well organized fair and we have got a great feedback on our JALAS safety-shoes and TEGERA safety-gloves. We will come back in 2020 for sure.“*

**Reinhard Oberladstätter**  
EJENDALS

*„The safety show in Bern was a great success for us, we'll see you again in Twenty Twenty.“*

**Stefan Van Esser**  
Knifeline bvba



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