



Technology firms at LogiMAT 2026.

b.sure

bsure-analytics.de

Case Study: Technology companies at LogiMAT 2026



TARGET AUDIENCE

Companies participating in trade fairs



MISSION

Measuring the impact of trade fair appearances – data-informed and verifiable

INITIAL SITUATION

Visibility versus Impact

A prominent provider of warehouse robotics systems will be showcased at LogiMAT 2026 in Stuttgart with an expansive, two-story exhibition stand. The stand features five distinctly defined areas: an open pedestrian zone, a central information desk, a selfie station, an immersive room, and the demo and sales area at the core of the stand.

How can one effectively demonstrate which booth areas are genuinely successful and identify opportunities for improvement for the next appearance?



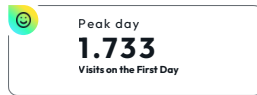
B.SURE SOLUTION

Data over intuition

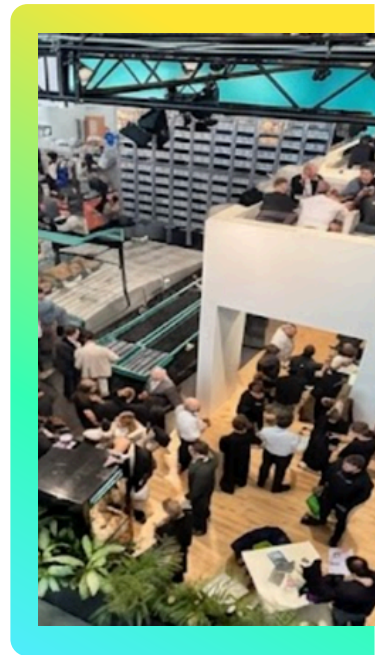
Utilizing b.sure, visitor flows, dwell time, and zone utilization were examined over the course of all three days of the trade fair—anononymously and in accordance with GDPR. WiFi sensors employed triangulation to capture usage patterns across five sub-areas.

- **Which zones are utilized, and to what extent, at various times?**
- **What is the duration of visitors' stays in various areas?**
- **Which in-house events attract visitor traffic, and which external events detract from it?**

Robust data substantiating evidence.



- 1. Demo & Sales as the focal point of the event:** The demo and sales area emerged as the most visited zone. An average dwell time of approximately 8 minutes indicates that individuals who enter this area engage and interact.
- 2. Proprietary events as traffic drivers:** Experience Tours and AI & Robotics Talks resulted in a 35% increase in visitors to Demo & Sales on the second day of the trade fair. A networking event generated additional late-morning traffic to downstream areas, providing clear evidence of the effectiveness of in-house program components.
- 3. High Conversion: Engagement to Sales:** The two sections were nearly equivalent, indicating that visitors who interacted with the stand also successfully navigated to the sales area.
- 4. Areas for enhancement:** Despite offering a rich and engaging experience, the interactive section known as the “Immersive Room” attracted the fewest visitors, resulting in brief dwell times. This situation presents an opportunity to further refine the content and visitor flow for the upcoming trade fair.



b.sure has offered us valuable insights into the visitor experience at our booth—both subjectively and quantitatively. We can now accurately identify which areas are most effective, when the booth experiences peak traffic, and where there remains room for improvement. This information provides an excellent foundation for further optimizing our trade fair presentations.



Event Coordinator
Event Manager, Technology Firm



Impact and Outlook

The gathered data enables the client to effectively showcase the impact of their LogiMAT presence. The findings offer a data-driven basis for meticulously planning future trade fair appearances, encompassing aspects such as zone design, program structure, and the management of visitor flow through the intentional crafting of experiences.

- Optimization of stand architecture informed by visitor data: entrance, flow, zone prioritization
- Strategic utilization of proprietary events to channel traffic towards underperforming areas
- Integration of external program elements into the stand planning to prevent frequency dips
- Utilizing the data as a foundation for reporting to internal stakeholders and for budgetary planning

LEARNINGS

Conclusion

No intuition. No nonsense. With data-driven precision, we foster success. Festival sponsorships were included.

CONTACT

Interested?

Please do not hesitate to reach out to us:



Frieder Damm
[LinkedIn Profile](#)

MAIL
frieder.damm@bsure-analytics.de

MEETING
PLEASE ARRANGE A MEETING IN THE CALENDAR AT YOUR EARLIEST CONVENIENCE.



Finn Jensen
[LinkedIn](#)

MAIL
finn.jensen@bsure-analytics.de

MEETING
PLEASE ARRANGE A MEETING IN THE CALENDAR AT YOUR EARLIEST CONVENIENCE.