**MUTEC 2024**

**International Trade Fair for Museum**

**and Exhibition Technology**

**7 to 8 November 2024**

**Leipzig, 21 March 2024**

**MUTEC 2024: More Space for Innovation and Inspiration**

**A new hall concept, a more compact time frame and the usual wide-ranging exhibition and conference programme – these features and much more ensure this year's MUTEC will once again be a highly valued, must-attend event for international experts in museum and exhibition technology. For the first time, an entire hall at Leipziger Messe is to be dedicated to MUTEC. The additional exhibition space will be used for a new demonstration area and as always, visitors can look forward to a wide-ranging exhibition of innovative products, solutions and services for museums, science centres, archives, libraries, theatres and other cultural institutions. In the lighting room, exhibitors will be providing information on lighting for museums and the stage. At the two forums, attendees can also benefit from various lectures, panel discussions and seminars.**

"Given MUTEC's excellent development, providing the exhibition with its own hall was logically the next step forward. This is a clear statement that shows the relevance of the event, both for professionals in the industry and for Leipziger Messe. As an international trade fair for museum and exhibition technology, MUTEC is the only platform in Germany that can offer an exhibition and conference of such high quality. We hope to continue this positive development and are very much looking forward to this year's event in the autumn", says Markus Geisenberger, Managing Director of Leipziger Messe.

**New Exhibition Concept and Early-Bird Rates until the End of March**

The creation of additional space by moving to a separate hall is not the only change to MUTEC. In response to many requests by exhibitors for a more compact event, MUTEC now lasts for two days instead of three. More than six months ahead of the 2024 edition, this change has begun to show results in the form of high exhibitor registration levels. Registrations have already come in from such prestigious companies as Frank Europe, Droid Solutions/KULDIG, New Amsterdam, Beckerbillet, TLS Boca Systems, Alfavision, Archibald, Kern Studer with its trademark "ArtStore", Walter Nagel, Meder CommTech, MindTags, ERCO luminaires and Ljusdesign Gobo. With so many respected names, the international trade fair for museum and exhibition technology once again promises to deliver a high-quality, multi-faceted exhibition.

Exhibitors can still benefit from attractive early-bird rates until 31 March 2024. The MUTEC project team is also pioneering innovative new stand allocation procedures. The floor plan has been designed in advance to give interested companies, associations and organisations the opportunity to independently select and book a desired stand space. This new service by Leipziger Messe offers exhibitors greater transparency as well as providing planning security from a much earlier point in time.

**Additional Demonstration Area and High-Profile Conference Programme**

Visitors to the new demonstration area to be unveiled at MUTEC 2024 will feel like they are actually in a museum. Exhibitors can use this extra space to showcase their products, exhibits and technologies in addition to displaying them on their stands, thus doubling the attention they receive. The demonstration area is suitable for use by all manufacturers of museum and exhibition technology. However, it is aimed particularly at exhibits that require no further explanation. This allows visitors to explore the area for themselves and experience products at first hand.

The demonstration area is located right next to the popular MUTEC Forum which serves as an anchor point for the wide-ranging conference programme. The main conference topics will be announced in the coming weeks and months. Companies can also present their products and services at the exhibitor forum. The lighting room at MUTEC provides a rare opportunity for designers and manufacturers of museum and stage lighting to present their products in a unique setting. A specially darkened room at the trade fair allows visitors to immerse themselves in the atmosphere of a museum exhibition.

Following its successful debut in 2022, ICOM Deutschland is continuing its cooperation with MUTEC this year. The organisation is once again exhibiting at the trade fair and helping to compile a series of thematically related sessions at the conference. As the largest network for museum professionals in Germany and Europe, ICOM is primarily dedicated to fostering young academics, creating and disseminating technical information related to museums and promoting dialogue among international museum professionals.

**denkmal and MUTEC: a Unique Double Trade Fair Dedicated to Cultural Heritage**

Traditionally, MUTEC is held at the same time as denkmal, the leading European trade fair for monument preservation, restoration and old building renovation (7 to 9 November 2024). denkmal combines a lively exhibition with a multi-faceted conference programme, rightly considered to be the most comprehensive further education event in the entire industry. Furthermore, it serves as a cross-sectoral and transnational networking event for participants and political stakeholders. Together, denkmal and MUTEC form a trade fair network that is unique in Europe, building a bridge between the various sectors and inspiring interdisciplinary dialogue around the preservation of cultural heritage. Visitors with a MUTEC ticket will be able to visit the denkmal trade fair and vice versa.

**About MUTEC**

The key aspects of the trade fair are museum technology and equipment, visitor service, media presentation, museum infrastructure as well as archiving and digitisation. With this broad range of products and services, the trade fair is aimed at operators of museums and collections, exhibition halls, science centres, galleries, archives and libraries. A visit is also very worthwhile for exhibition planners, architects, consulting firms and museum restorers. The conference programme covers current developments and challenges in the industry. Since 2010, MUTEC has been held in parallel with denkmal, Europe's leading trade fair for preservation, restoration and old building renovation, and has been organised by Leipziger Messe GmbH since 2016. In 2022, 121 exhibitors from 13 countries presented at MUTEC, which attracted 12,800 visitors together with denkmal.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries, the Congress Center Leipzig (CCL) and the KONGRESSHALL am Zoo Leipzig, Leipziger Messe is a comprehensive service provider covering the entire supply chain of the events business. It is due to this level of professionalism, that customers and visitors in 2023 voted Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the tenth time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, around 270 events take place – from trade fairs to exhibitions and congresses – with over 15,300 exhibitors and more than 1.2 million visitors from all over the world. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in Leipziger Messe's corporate activities.

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