

**MU
TEC**

International Trade Fair for
Museums and Exhibition Technology

November 5 – 7, 2020

EXHIBITOR INFORMATION

Parallel:



CONNECTED BY CULTURAL ASSETS

Partner:



MU TEC



Today, **museums, libraries, archives** and other **cultural institutions** have access to a wide range of possibilities to fulfil their tasks more efficiently or to break new ground. **MUtec** presents exciting technologies, innovative products and creative ideas for collecting, preserving, exploring and presenting cultural goods. MUtec and denkmal together form a unique European trade fair package for cultural heritage and cultural property, which in 2018 had record participation with over **550 exhibitors from 19 countries**.

FACTS ABOUT THE EXHIBITORS*

EXHIBITION PROFILE MUtec

- Media Presentation
- Building / Technology
- Exhibition design

MUtec's three strongest product areas are also the most important for visitors and were explicitly praised.

- Visitor service
- Museum collection management
- Library technology

Museums, archives, libraries and other cultural institutions can expect an interdisciplinary programme.

- Archives / Depot
- Professional and further training

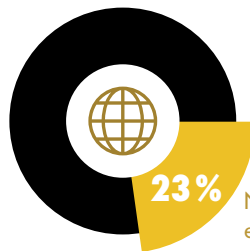
These two areas have been expanded and will continue to be the focus of greater attention.

EXHIBITORS



105 exhibitors
from **10 countries**

INTERNATIONALITY



23%
Number of exhibitors from abroad

EXHIBITOR GROWTH

from 2014
to 2016

+45%

from 2016
to 2018

+31%

EXHIBITORS' PRIMARY TRADE FAIR OBJECTIVES

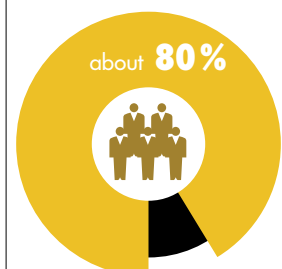
- Initial contact with new target groups
- Presentation of innovations and services
- Increase awareness of their company or institution, image cultivation
- Increase awareness of their product ranges

EXHIBITORS' VERDICT

91% of exhibitors were pleased with quality of discussions and contacts

86% of exhibitors praised the professionalism of the visitors

PLAN TO PARTICIPATE AGAIN



about **80%**

of the exhibitors were very positive about participating in **MUtec 2020**

Exhibitors consider target achievement to be good.



In its conference programme, **MUTEC** focuses on the most exciting challenges of the present and future for museums, archives, libraries and other cultural institutions. Take advantage of the opportunity to participate and demonstrate your expertise in a lecture!

FACTS ABOUT THE VISITORS*

VISITOR TARGET GROUPS

- Museums / Exhibition centres
- Galleries / Collections
- Science Centre
- Depots / Archives
- Architecture, planning and engineering offices
- Official offices / Foundations / Public institutions
- Art, culture and monument preservation
- Training and further education / R&D
- Libraries

NUMBER OF VISITORS



VISITORS' PRIMARY TRADE FAIR OBJECTIVES

- Learn about new products and services
- Gather information about certain products / technologies / services
- Further education / expand knowledge / inspiration for one's own work
- Information about innovations / industry trends

Achievement of the objectives was assessed positively.

TYPE OF VISITORS

70% MUTEC visitors are decision-makers, co-decision-makers or advisors in purchasing and procurement decisions

96% number of trade visitors

HIGH VISITOR SATISFACTION:

81%

of the visitors plan to visit MUTEC again

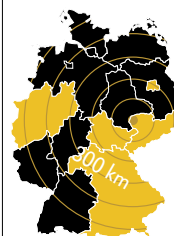
80%

of the visitors will recommend the MUTEC to others

65%

of the visitors indicated that MUTEC is the only museum trade fair they visit

VISITORS ORIGIN



37% of visitors come from a radius of **over 300 km**

Most of the German visitors come from Saxony, Berlin, North Rhine-Westphalia, Bavaria and Thuringia.

12% of visitors come from the abroad; in particular from Poland, the Czech Republic, Russia, Hungary, Austria, Switzerland, Romania and Asia.

HIGH-CALIBRE SPECIALISED PROGRAMME

with lectures, panel discussions, seminars, workshops, conferences, live VR presentations and the International Day in the MUTEC-Forum as well as other international program highlights.

79% of the visitors were impressed by the quality of the specialised programme.

In particular, the MUTEC-Forum impressed with the thematic blocks on perspective change, light, accessibility and digitisation.

*Source: Exhibitor and visitor survey denkmal / MUTEC 2018



MUTEK COMMUNICATION MEASURES

MARKETING / PR

- **MUTEK website** with interactive hall plan and database of the professional programme
- **Newsletter MUTEKaktuell** distributed to more than 2,000 subscribers
- **2-stage visitor mailing campaign** to over 8,550 addresses
- **Cooperation with industry associations** in visitor communication

SOCIAL MEDIA COMMUNICATION

- **Twitter**-Channel @MUTEK_Leipzig with 623 followers (July 19)
- **Facebook**-Page @MUTEK.Leipzig with 396 subscribers (July 19)
- **XING**-Event
- **LinkedIn**-Account

YOUR DATES

REGISTRATION

online at
www.mutek.de/en/registration

EARLY BIRD DISCOUNT

10 % early bird discount
until 31 March 2020

INFORMATION FOR VISITORS

Starting in mid-2020 at
www.mutek.de/en/visitors

Pictures: Leipziger Messe GmbH: Uwe Frauendorf

MUTEK and denkmal – Two complementary trade fairs in one place, on one date!

We look forward to seeing you
on the 5 to 7 November 2020
in Leipzig!

