MUTECEU Trade Fair for Museums and Exhibition Technology
November 5 – 7, 2020

EXHIBITOR INFORMATION

Parallel:

denkmal
Europe’s Leading Trade Fair for Conservation, Restoration and Old Building Renovation

CONNECTED BY CULTURAL ASSETS

Partner:

ICOM International Council of Museums Deutschland

www.mutec.de/en
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

Exhibitors consider target achievement to be good.

**PLAN TO PARTICIPATE AGAIN**

about 80% of the exhibitors were very positive about participating in MUTEC 2020
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**

- 14,200 visitors together with denkmal 2018 visitors at MUTEC
- 3,200 denkmal 2018 visitors

**TYPE OF VISITORS**

- 70% MUTEC visitors are decision-makers, co-decision-makers or advisors in purchasing and procurement decisions
- 96% number of trade visitors

**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 abroad; in particular from Poland, the Czech Republic, Russia, Hungary, Austria, Switzerland, Romania and Asia.

**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:

- 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

**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.

*Source: Exhibitor and visitor survey denkmal / MUTEC 2018*
MUTEC COMMUNICATION MEASURES

MARKETING / PR
- MUTEC website with interactive hall plan and database of the professional programme
- Newsletter MUTECaktuell 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 @MUTEC_Leipzig with 623 followers (July 19)
- Facebook Page @MUTEC.Leipzig with 396 subscribers (July 19)
- XING Event
- LinkedIn Account

YOUR DATES

REGISTRATION
online at www.mutec.de/en/registration

EARLY BIRD DISCOUNT
10 % early bird discount until 31 March 2020

INFORMATION FOR VISITORS
Starting in mid-2020 at www.mutec.de/en/visitors

MUTEC 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!