**MUTEC 2018**

**International Trade Fair for Museum**

**and Exhibition Technology**

**(8 to 10 November 2018)**

**Comments on MUTEC 2018**

**"A superb experience"**

"We were amazed by this year's MUTEC. The public was really exceptional. We are also very pleased with our stand placement. We have numerous very interesting colleagues right next to us. It is our company's first appearance in Germany. And for this reason, we have decided on the MUTEC in Leipzig to present our products to the public for the first time. We were able to make excellent contact with the trade fair audience here and had numerous interesting discussions. We received many enquiries and can conclude that the trade fair was very successful. It was really a superb experience" We felt that we were also in very good hands here in the area of organisation."

*- Poul Tønder, Sales Manager at Gobo & Highlight A/S (Aarhus/Kopenhagen)*

**“Generating successful projects"**

"At this year's MUTEC we wanted to make new contacts and generate new projects. This is where one of our target groups is represented, namely in particular the target group of museums. That's why we chose MUTEC. In addition, we also found service providers, libraries and archives here. For us, interesting contacts and discussions have arisen, which have also enabled us to generate successful projects."

*- Horst Schmeißing, Sales Director at Zeutschel*

**"A great success"**

"The idea of holding an event on the security of cultural assets at the same time as MUTEC and denkmal at the Leipzig Trade Fair fascinated us right from the start. We never thought it would be such a success.

We had imagined that we could reach a different audience than before, because visitors of the MUTEC/denkmal would visit our event, who otherwise would not have come to Leipzig especially for this reason. It really paid off. More than half of the 130 participants had never been to our events before, and a lot of feedback said that it would be very practical to be able to combine a visit to a trade fair with further training.  95% of the visitors stayed at our event all the time, which indicates that we could offer an interesting offer also for new prospective customers. At the same time, the time schedule provided plenty of opportunity to visit the fair.

Our slight fear that our event would be lost during the trade fair did not come true at all. Although the European Congress of the Greens took place at the same time as the two fairs, we were very pleased with the courteous, service-oriented treatment by the fair management, especially in the person of project manager, Daniela Cotte, whom we would like to express our thanks and appreciation for her helpful and forward-looking support.

Of course, it is very helpful that the fair can handle larger numbers of visitors well. A separate counter at the entrance to the fair for the exclusive care of our guests already at the entrance, admission tickets, which are also tickets for public transport, professionally equipped conference rooms and care by a technician of the fair, separate rooms for press work and interviews and last but not least advertising for our event in all publications of the mass society and in the press, radio and television: It was evident at every turn that we were really welcome at the Leipzig Trade Fair with our event.

We would like to thank everyone involved and would definitely decide again to use the fair as our venue".

 *- Dr. Bernhard Preuss, Commissioner for the Protection of Cultural Property under the Hague Convention in the Federal Office for Civil Protection and Disaster Relief*

**"A good instrument to acquire potential customers"**

"At MUTEC we wanted to meet people who are interested in depot facilities, want to find out about them and make contacts in this respect. The public showed great interest. So our result is positive, because we could register a lot of prospective customers for us. The trade fair is a good instrument to get to know potential customers. Numerous new contacts have been made. We were able to deepen many already existing contacts. In addition, the focus of this year's MUTEC was on depots and museum furnishings, and we reacted to this in advance. It is very pleasing for us that the fair has positioned itself accordingly."

*- Rainer von Kempen, Sales of storage facilities for cultural institutions at OHRA Racking Systems*

**"Lively interest from abroad"**

"We only have positive things to say about the trade fair. Our stand is strategically very well positioned - also with a view to the MUTEC Forum. The footfall of the various visitors is very good. Our goal was to maintain existing contacts, provide new information to customers and get in touch with new customers. We registered a great deal of interest – especially from abroad. In short: We are here because you simply have to be present here."

*- Frank Waltenberg, Sales Organisations bei Klug-Conservation*

**"An extremely positive experience."**

"We at ERCO are completely satisfied with this year's MUTEC. This year we are represented here for the first time as an exhibitor, after two years ago we only visited the fair as visitors. The fair is an extremely positive experience for us. We have achieved our goal of presenting our products and approaching museums, museum technicians, museum directors and other lighting planners in a targeted manner. The public is therefore really more than outstanding for us in comparison to other trade fairs. This is where we have the perfect target groups for our specific subject. For us as the museum leader in the lighting sector, it is extremely important that we are also represented at such an international trade fair as MUTEC. We now had customers from Münster, Munich, Düsseldorf, Hamburg, Berlin and many from Saxony. For us, MUTEC is simply the perfect place to go!"

*- Daniel Probian, Project Manager bei ERCO Leuchten*

**"We belong here and we must come back!"**

"We found the fair very interesting, especially due to the complementary MUTEC and denkmal. Everyone here is very nice. There is a lively exchange - that was very inspiring for us. There are really people from all federal states, that's very nice to see. For the first time we are in the First-Try area at MUTEC. We think the First-Try offer is great. This possibility is really very successful. We immediately met with great interest at our stand from existing and numerous new contacts to whom we were able to present our new projects appropriately. The fair is simply a good opportunity to present our work to visitors directly from person to person, because some things a website simply can't afford. The bottom line is: We belong here and we must come back!"

*- Luise Bauer, Mitarbeiterin bei inkl. Design*

**Press contact:**

Felix Wisotzki, Spokesperson denkmal/MUTEC

Tel.: +49 (0)3 41 / 678 65 34

Fax: +49 (0)3 41 / 678 16 65 34

Email: f.wisotzki@leipziger-messe.de

**Online**

http://www.denkmal-leipzig.de

http://www.mutec.de

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