

MUTEC

International Trade Fair for
Museums and Exhibition Technology

November 5 – 7, 2020

EXHIBITOR FACTS & FIGURES 2018



Together with denkmal, MUTEC forms a trade fair package for cultural heritage and cultural goods that is unique in Europe. The two trade fairs achieved a record attendance in 2018, hosting more than 550 exhibitors from 19 countries.

MUTEC EXHIBITION PROFILE

- Media presentation
- Museum building | Technology
- Exhibition design

These are the strongest types of products and services MUTEC has on show. Visitors see them as particularly important and worthy of praise.

Also on offer:

- Visitor services
- Museum infrastructure
- Library technology

Interdisciplinary range of offers aimed at museums, archives, libraries and other cultural institutions.

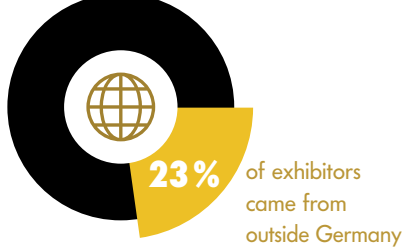
- Archive | Depot
- Education and further training

The area 'Archive | Depot' was developed further and the 'BILDUNG' information booth helped strengthen the area of education and further training.

EXHIBITORS

105 exhibitors
from **10 countries**

INTERNATIONAL FLAIR



EXHIBITOR GROWTH



EXHIBITORS' PRIMARY TRADE FAIR OBJECTIVES

- Initial contact with new target groups
- Presentation of new products and services
- Strengthening the public profile of the company or institution, image management
- Publicising one's own portfolio

EXHIBITORS' VERDICT

91% of exhibitors take a positive view of the quality of the talks they had and the contacts they established.

86% of exhibitors take a positive view of the expert knowledge shown by visitors.

PLANS TO RETURN FOR THE NEXT EDITION



Exhibitors felt very satisfied achieving these objectives.



Impressions



Exhibitor voices

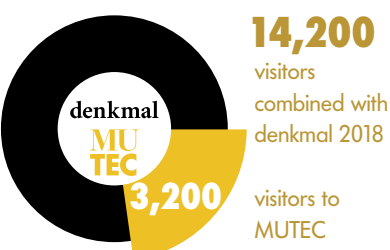


Exhibitor directory



VISITOR FACTS & FIGURES 2018

NUMBER OF VISITORS



PROFILE OF VISITORS

70% of MUTEC visitors are either the decision makers or play a crucial or consultative role when it comes to procuring and purchasing goods and services.

96% of visitors were trade visitors

ORIGIN OF VISITORS



12% of visitors came from outside Germany, in particular Poland, the Czech Republic, Russia, Hungary, Austria, Switzerland, Romania, as well as Asia.

VISITORS' PRIMARY TRADE FAIR OBJECTIVES

- Getting to know new products and services
- Information on specific products / technologies / services
- Further education / expanding one's knowledge / new ideas for one's own activities
- Information on new developments and industry trends

The goal achievement is rated as good.

HIGH DEGREE OF SATISFACTION FELT BY VISITORS:



HIGH-CALIBRE PROFESSIONAL PROGRAMME

including talks, panel discussions, seminars, workshops, conferences, VR live presentations and an International Day in the MUTEC-Forum.

The MUTEC-Forum was particularly well-received thanks to the thematic blocks 'Changes in perspective', 'Lighting', 'Accessibility' and 'Digitisation'.

79% of visitors deem the quality of the professional programme to be positive.

Source: Survey among the exhibitors and visitors of denkmal/MUTEC 2018, IKM Erfurt



Impressions



Exhibitor voices



Exhibitor directory



MARKETING SERVICES PROVIDED BY MUTEC

MARKETING

- Our **newsletter, MUTECaktuell**, distributed to more than 2,000 subscribers
- MUTEC website** with interactive floor plan and an online database of the professional programme
- Two-tier visitor mailing campaign** going out to more than 8,550 addresses
- Cooperation with professional associations** with regard to visitor communication

COMMUNICATION ON SOCIAL MEDIA

- Twitter** account @MUTEC_Leipzig with 589 followers (Feb. 19), up to 24,300 impressions per month
- Facebook** page @MUTEC.Leipzig with 346 followers (Feb. 19), up to 9,200 impressions per post
- MUTEC event on **XING**
- MUTEC **LinkedIn** account



REGISTRATION PAPERS FOR EXHIBITORS

Available from September 2019, at www.mutec.de/en/registration

DISCOUNT FOR EARLY BOOKERS

10 % discount for early bookers until **31 March 2020**

INFORMATION FOR VISITORS

From mid-2020 at www.mutec.de/en/visitors

MUTEC & denkmal – two complementary trade fairs in one place, on one date!

We look forward to welcoming you from 5 to 7 November 2020 in Leipzig!

Pictures: Leipziger Messe GmbH, Uwe Frauendorf