

Statistic FINANZ'20



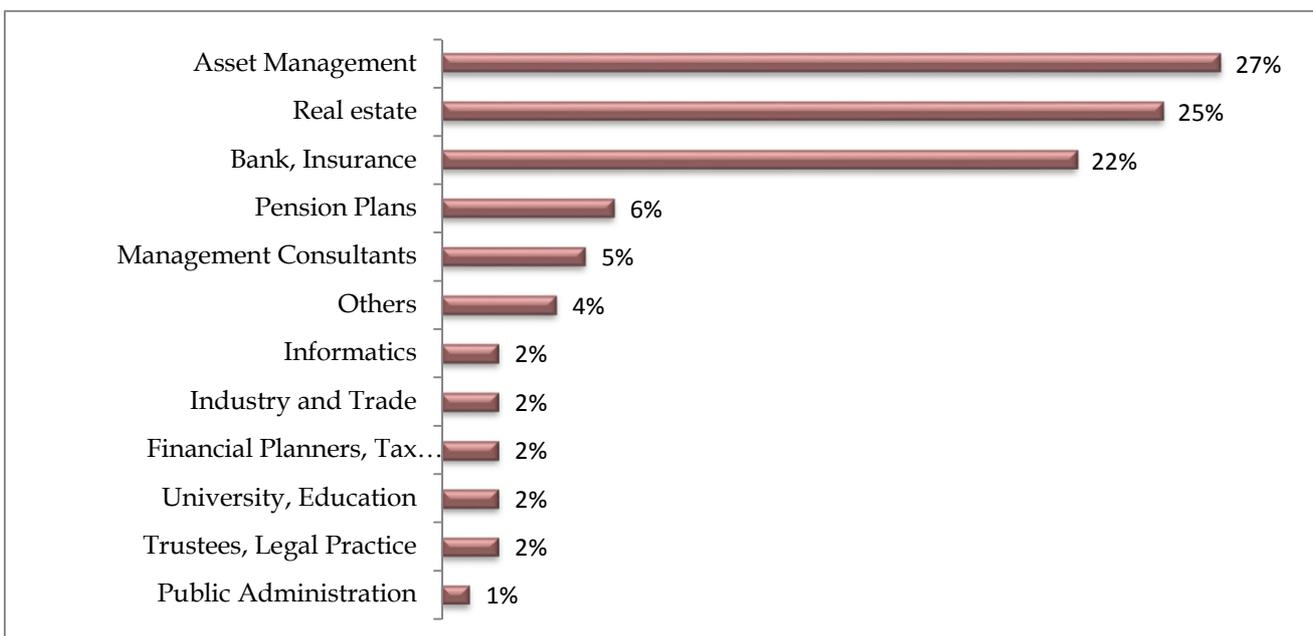
General

	Total*
Exhibitors	174
Visitors	3'800
Presentations	98
Net exhibition space in m2	1'727
Gross area in m2	4'100

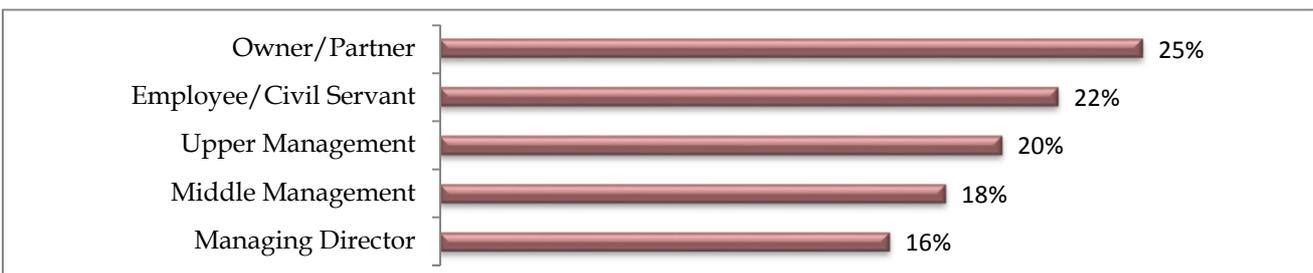
* incl. IMMO'20

Visitors

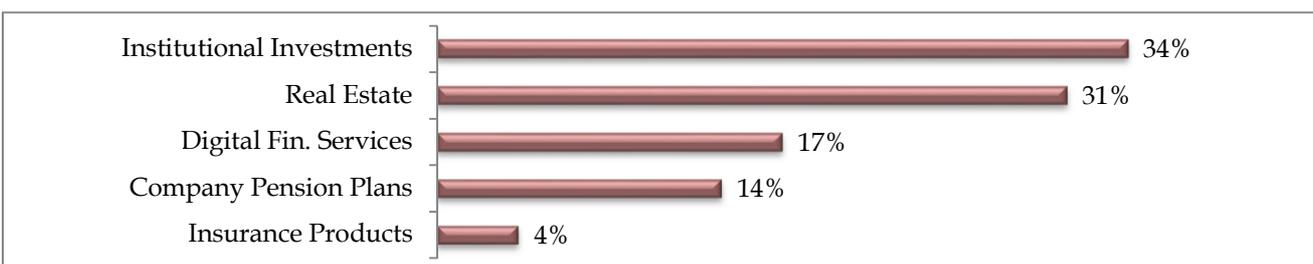
Industries of the visitors



Position of the visitors



Fields of interest of the visitors (multiple answers possible)



Visitors' marketing

23 partnerships with media (Finanz und Wirtschaft, finews.ch, awp.ch Handelszeitung, Bilanz as well as NZZ and other financial papers, internet portals, etc...)

5 partnerships with professional associations (ASIP, CFA, SFAA, VQF, VSV)

46 adverts in specialist and daily media with an advertising volume of **CHF 230'000** with a total circulation of **1.2 Mio.**

13 banners with links

29 event notes on various portals / event calendars

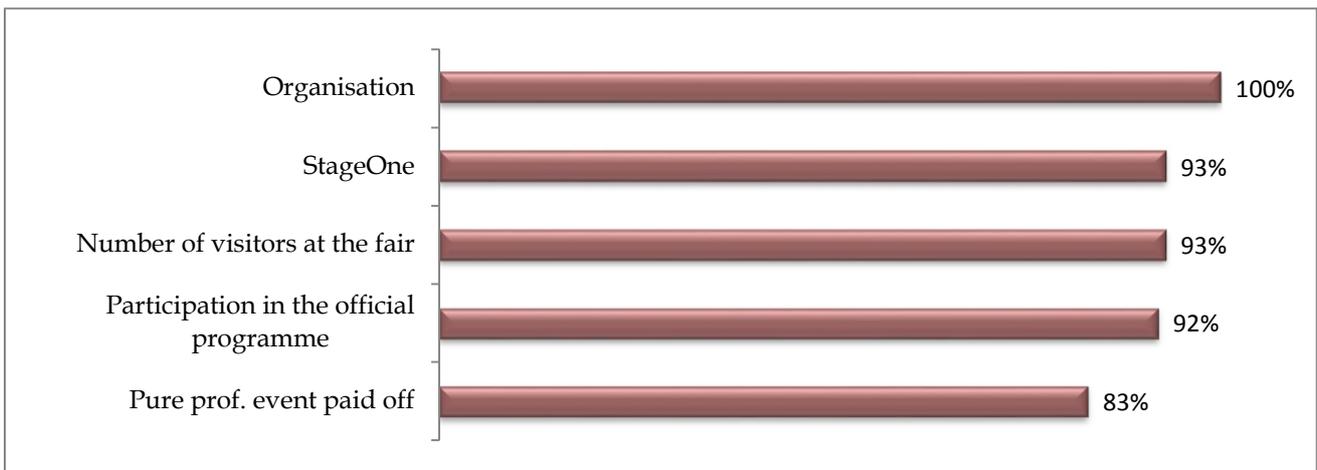
19'800 copies of the financial guide insert in specialist media

35 editorial stories in specialist and daily media (print and online).

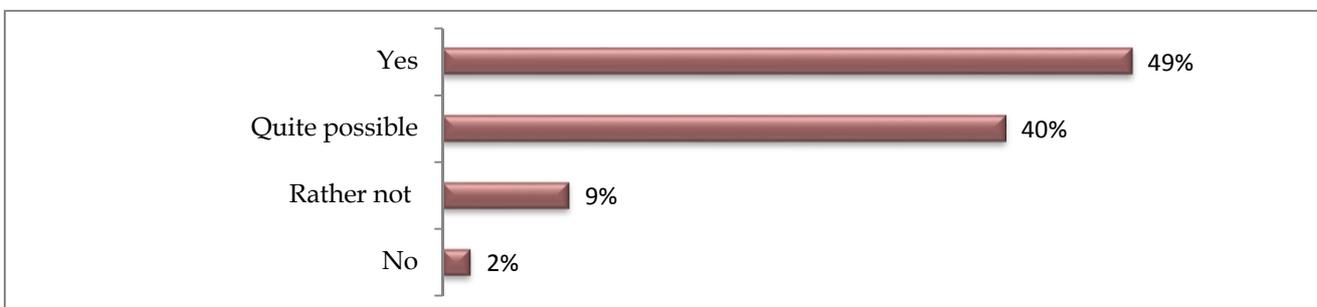
Various direct mailings and newsletters to a total of more than **18'000** visitors / members of professional associations.

Exhibitors

Exhibitors' satisfaction



Intention of participation at the next fair FINANZ'21



Source: Visitor's and exhibitors' survey FINANZ'20