

Statistic FINANZ'18

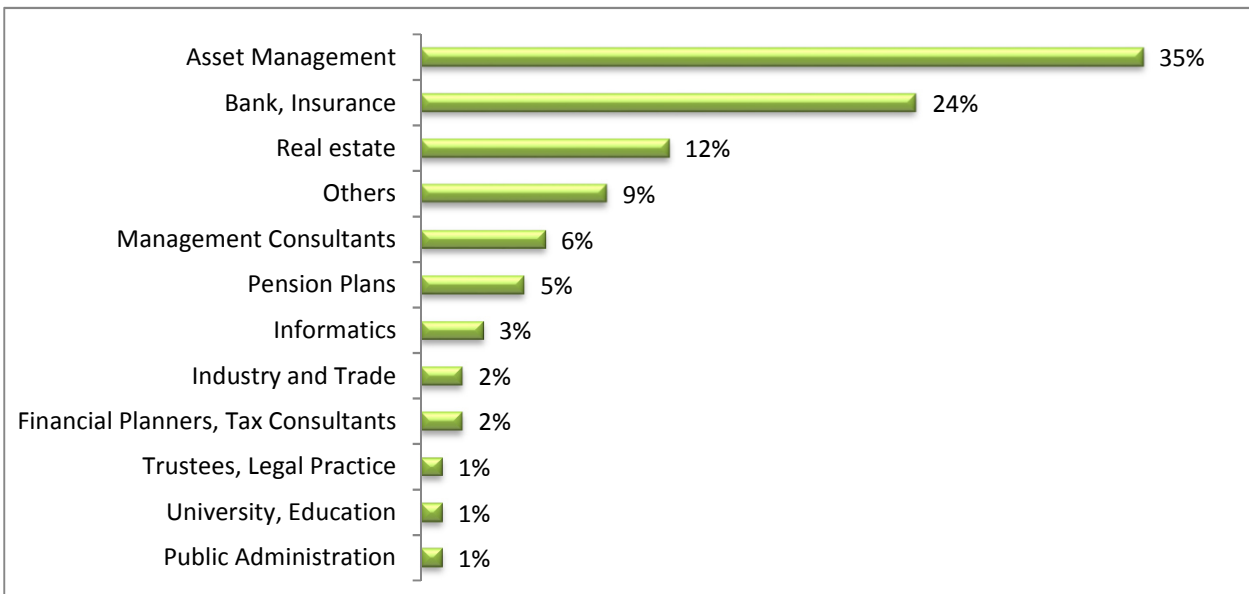


General

	Total
Exhibitors	132
Visitors	3'300
Presentations	71
Net exhibition space in m2	1'707
Gross area in m2	4'100

Visitors

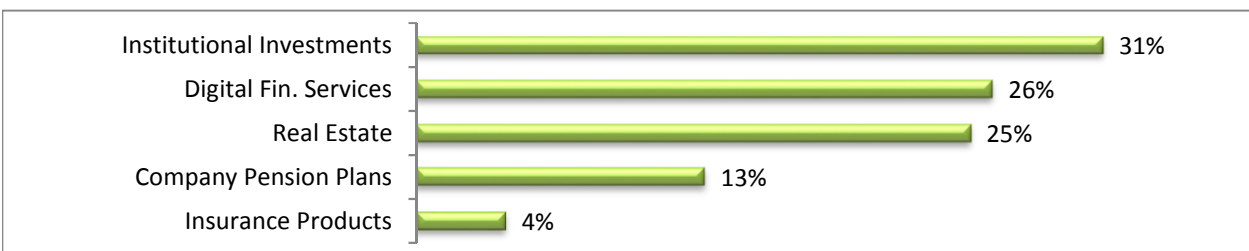
Industries of the visitors



Position of the visitors



Fields of interest of the visitors (multiple answers possible)



Source: Visitors' survey FINANZ'18

Visitors' marketing

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

55 adverts in specialist and daily media with an advertising volume of **CHF 300'000** with a total circulation of **1.5 Mio.**

14 banners with links

22'100 copies of the financial guide insert in specialist media

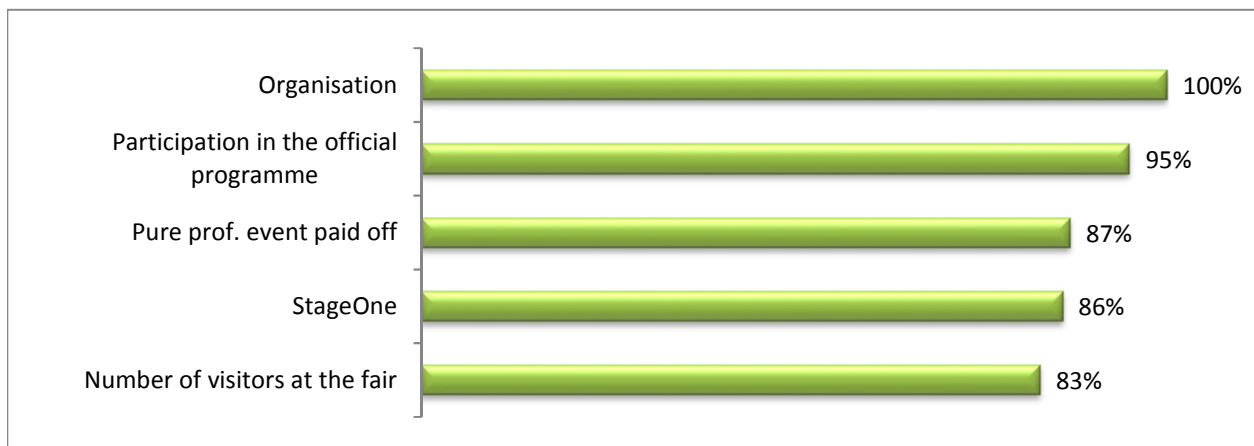
33 editorial stories in specialist and daily media (print and online).

Various direct mailings and newsletters to a total of more than **23'000 visitors** / members of professional associations.

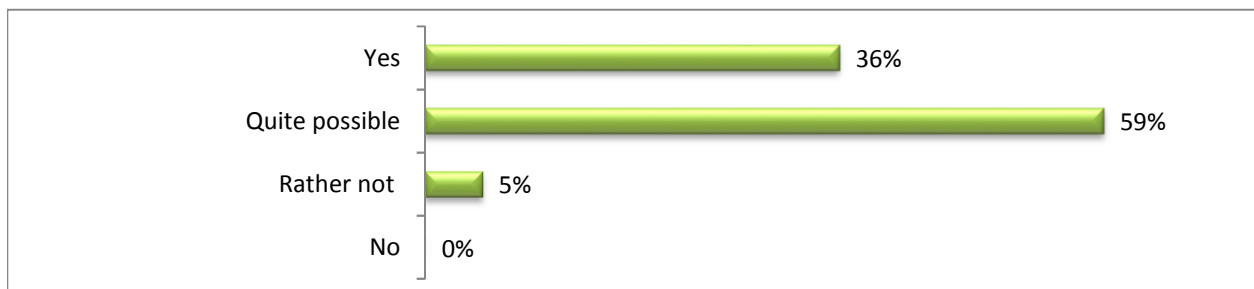
Successful presence on **Twitter**: the Hashtag #Finanz18 has established itself as one of the top hashtags on Twitter during the financial fair. The fair has also reached the **1'000** followers. With a Klout score of **50** after the event, the financial fair was at a record level.

Exhibitors

Exhibitors' satisfaction



Intention of participation at the next fair FINANZ'19



Source: Exhibitors' survey FINANZ'18