

Statistic FINANZ'19

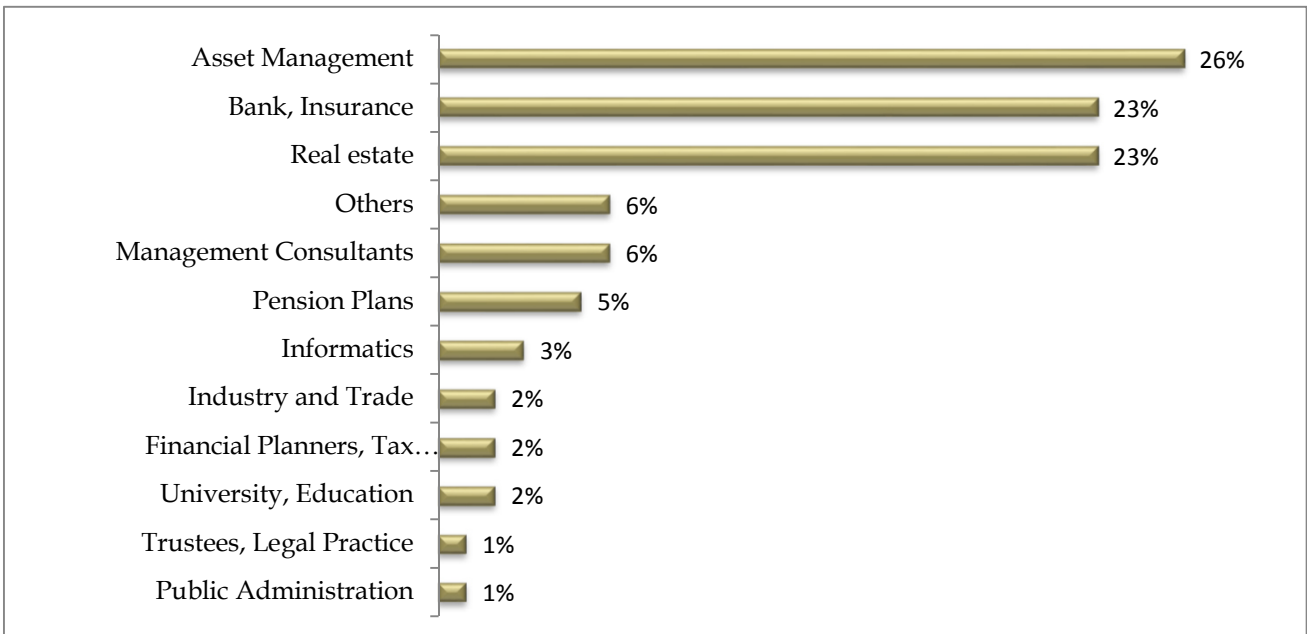


General

	Total
Exhibitors	165
Visitors	3'100
Presentations	91
Net exhibition space in m2	1'780
Gross area in m2	4'100

Visitors

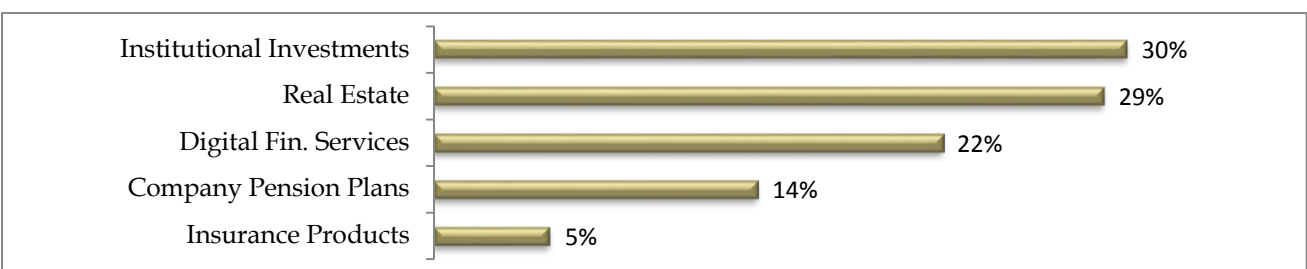
Industries of the visitors



Position of the visitors



Fields of interest of the visitors (multiple answers possible)



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...)

47 adverts in specialist and daily media with an advertising volume of CHF 240'000 with a total circulation of 1.3 Mio.

12 banners with links

13 event notes on various portals / event calendars

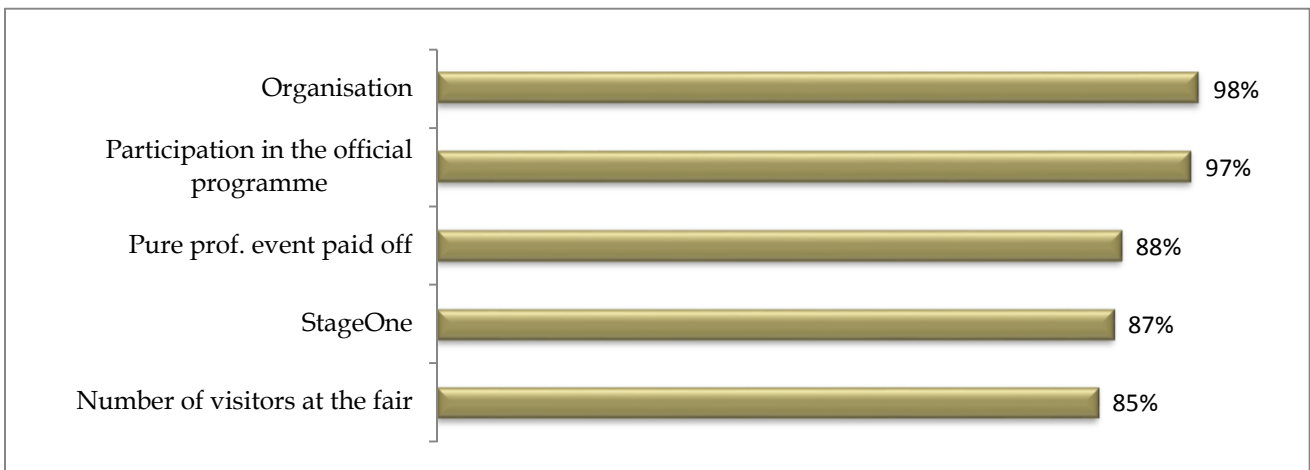
23'000 copies of the financial guide insert in specialist media

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

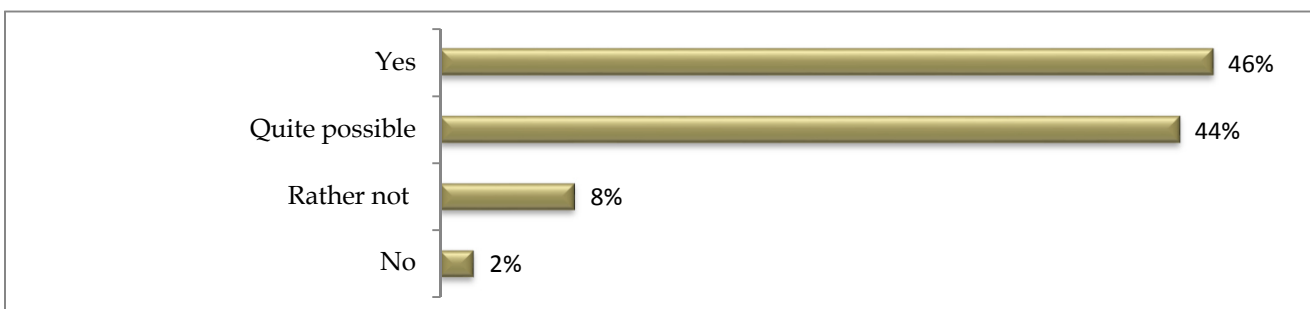
Various direct mailings and newsletters to a total of more than 18'000 visitors / members of professional associations.

Exhibitors

Exhibitors' satisfaction



Intention of participation at the next fair FINANZ'20



Source: Visitor's and exhibitors' survey FINANZ'19