

# Statistic FINANZ'22

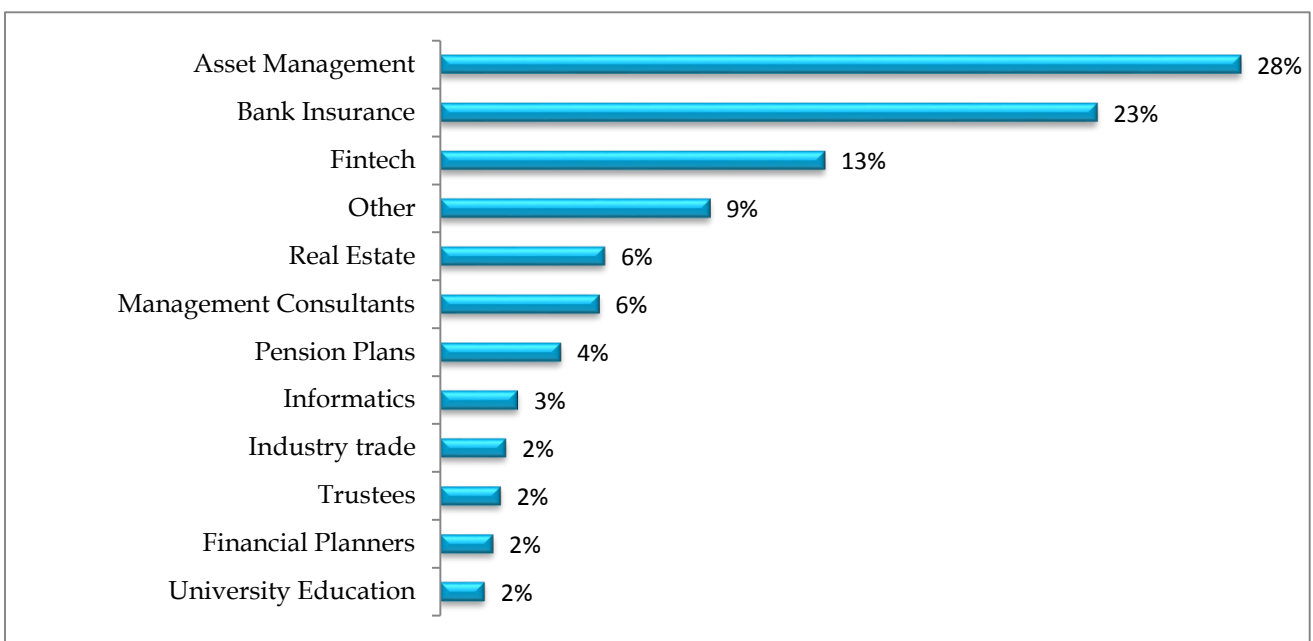


## General

Exhibitors	132
Visitors	2'500
Presentations	84
Net exhibition space in m2	1'864
Gross area in m2	4'524

## Visitors

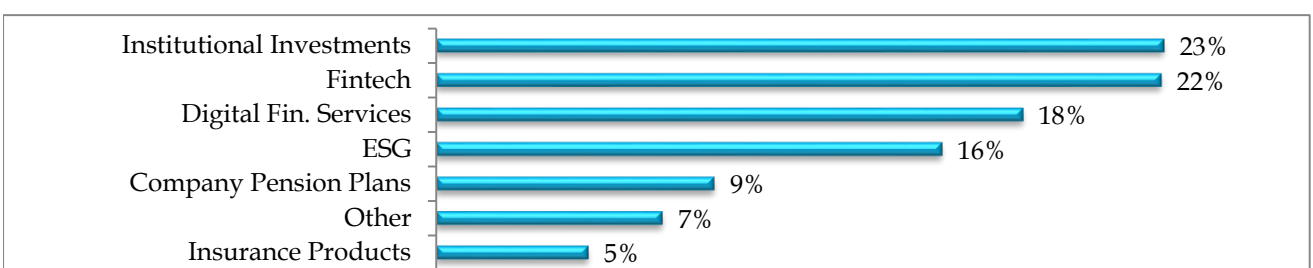
### Industries of the visitors



### Position of the visitors

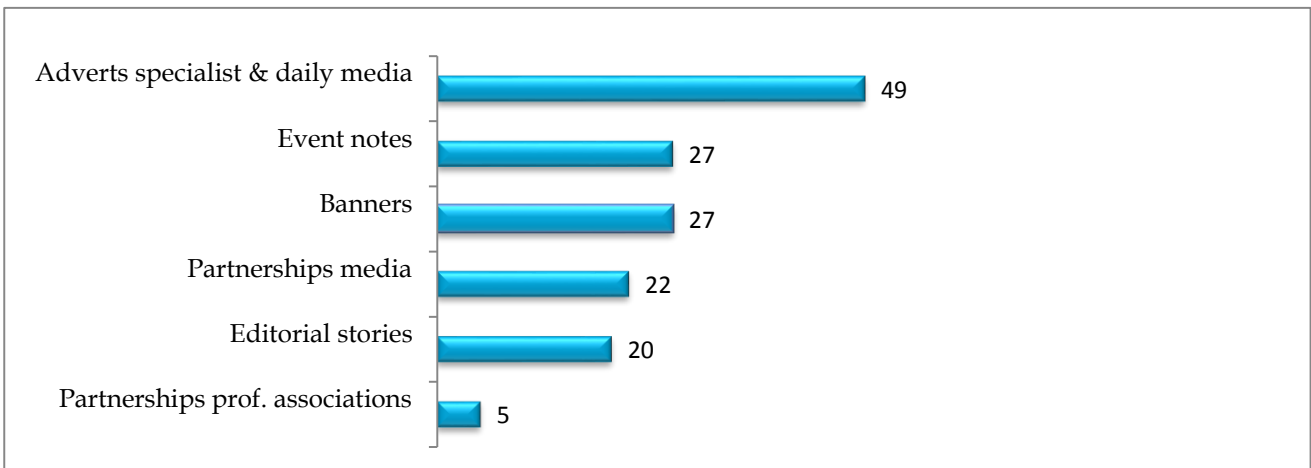


### Fields of interest of the visitors (multiple answers possible)



## Visitors' marketing

- Adverts in specialist and daily media with an advertising volume of **CHF 310'000** with a total circulation of **1.1 Mio**.
- Event notes on various portals / event calendars
- Banners with links
- Partnerships with media (Finanz und Wirtschaft, finews.ch, awp.ch Handelszeitung, Bilanz as well as NZZ and other financial papers, internet portals)
- Editorial stories in specialist and daily media (print and online)
- Partnerships with professional associations (ASAM, ASIP, CFA, SFAA, VQF, ZHAW).
- **18'200** copies of the financial guide insert in specialist media
- Various direct mailings and newsletters to a total of more than **21'000** visitors / members of professional associations



## Programme

- Roundtable
- Open Forum Crypto
- Education
- Specialist panel
- Exhibitor Presentation

