

# Statistic FINANZ'24

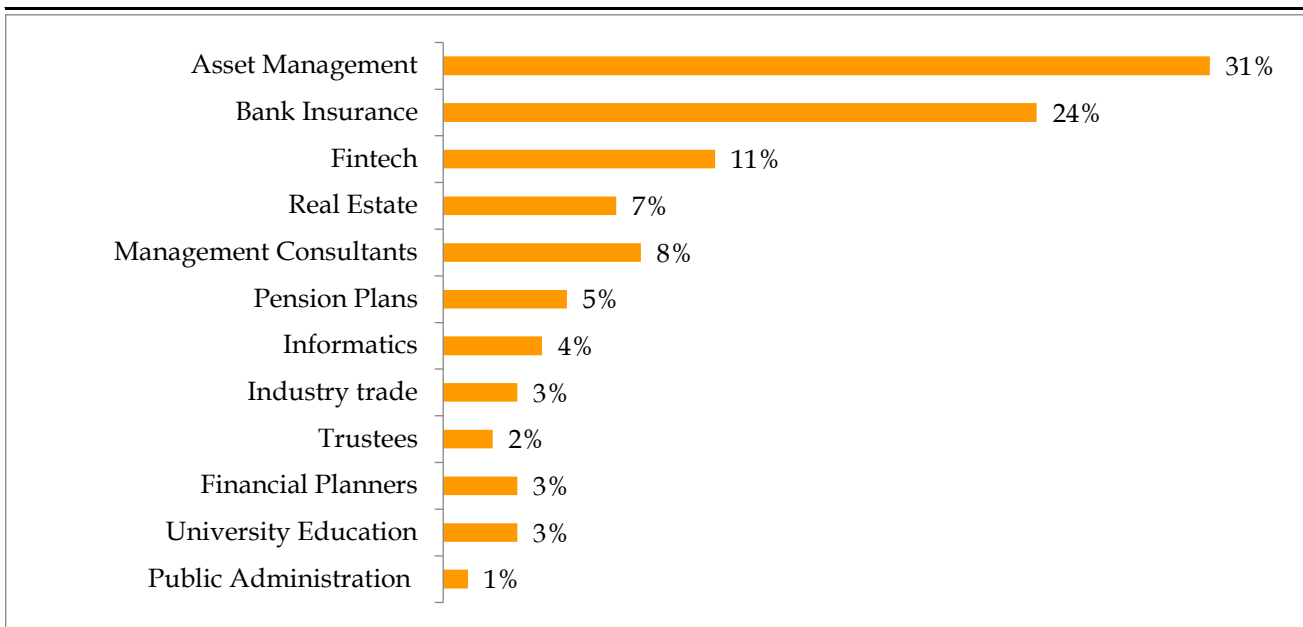


## General

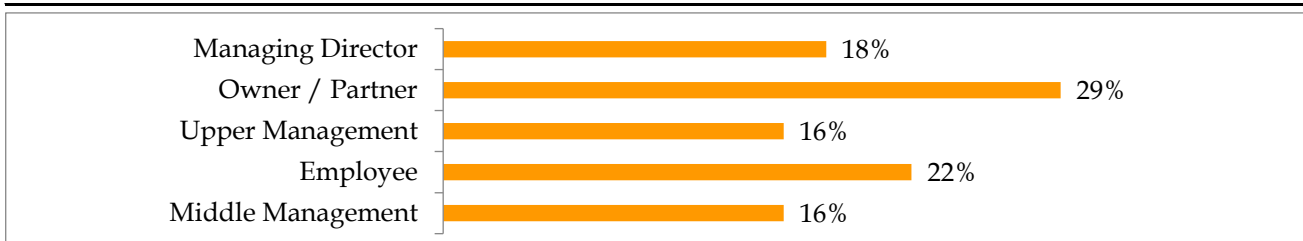
Exhibitors	95
Visitors	2'800
Presentations	96
Ø length of stay visitors	3h 11min

## Visitors

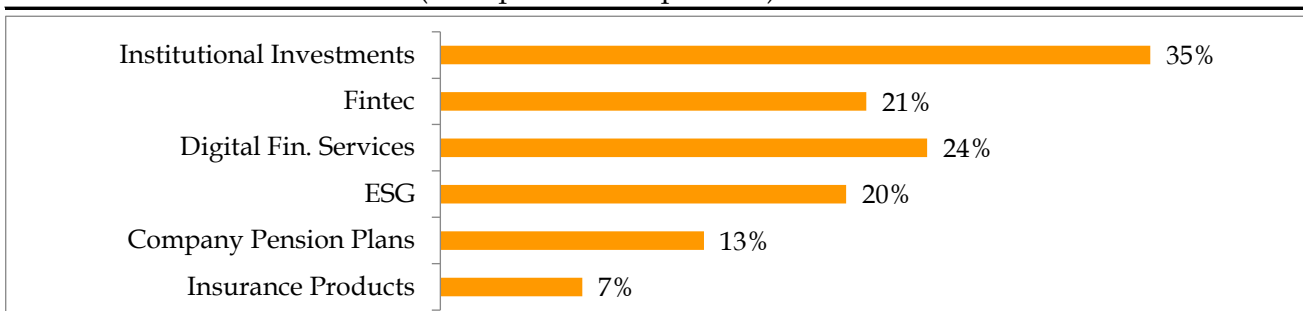
### Industries of the visitors



### Position of the visitors

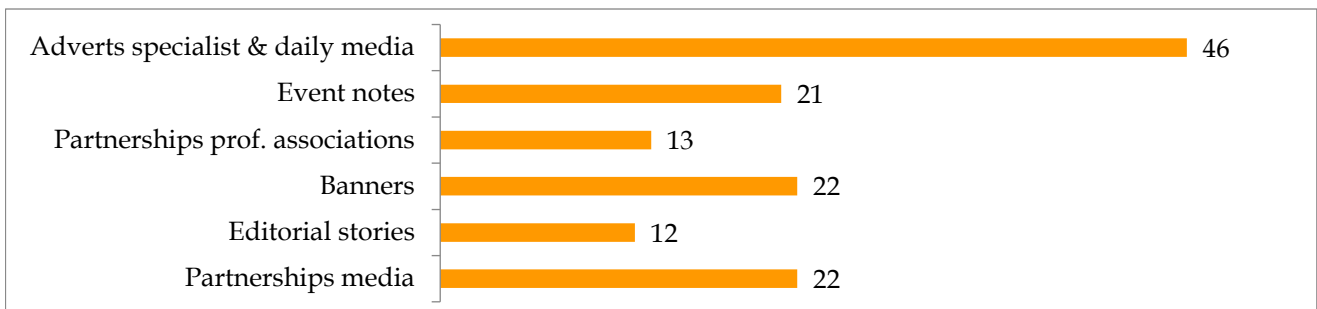


### Fields of interest of the visitors (multiple answers possible)



## Besuchermarketing

- 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, PME as well as NZZ, The Market and other financial papers, internet portals)
- Editorial stories in specialist and daily media (print and online)
- Partnerships with professional associations (AMAS, ASIP, CCFE, CFA, HSLU, SAV, SFAA/AZEK, SKPE, UniNE, VQF, VSV, ZHAW).
- Mailing of **5,000** copies of the FINANZ' magazine to former visitors
- Various direct mailings and newsletters to a total of more than **22'500** visitors / members of professional associations



## Programme

- Roundtables
- Specialist panels
- Media Rountable
- Structured Produkt Panels
- Education
- Exhibitor Presentation
- Startup Pitches
- Open Forum Crypto Panels

