



www.exponatec.de  
www.exponatec.com

INTERNATIONAL EXPONATEC  
TRADE FAIR 2019  
FOR MUSEUMS,  
CONSERVATION,  
AND HERITAGE 20-22  
NOVEMBER  
INTERNATIONALE  
FACHMESSE  
FÜR MUSEEN,  
KONSERVIERUNG  
UND KULTurerBE

# EXHIBITING 4.0



EXPONATEC COLOGNE links the classic core segments of the museum, conservation, restoration and cultural heritage with future-oriented trends and new digital developments.

As Europe's leading information and communication platform of the industry, it points the way to the future.

With its successful combination of trade fair and congress, it provides exhibitors and visitors valuable impulses for their work.

In the trade fair area, institutions and companies from the relevant segments of the culture market present exciting new products, solutions and concepts.

Renowned experts present and discuss novel best practice examples for current questions at the congress.

Valuable information, solutions proven in practice, surprising visions and many opportunities for the international exchange of experiences: in 2019 the motto for EXPONATEC COLOGNE is once again "Innovation meets Heritage".

## EXPONATEC COLOGNE PROVIDES SOLUTIONS AND INFORMATION FOR:

- › New building and restoration of museums
- › Digital inventory of your depot
- › Light in the museum
- › Planning, technology, staging and design of new exhibitions
- › Disaster protection and general safety in the museum
- › New media, for example, virtual & augmented reality for the museum of the 21st century
- › Accessibility in the museum
- › Exhibition design and scenography
- › New techniques and technologies for restoration and conservation
- › Preservation, conveying and maintaining of our cultural heritage, taking future challenges in museum operations into account
- › Museum education



# THE EXHIBITION THEMES

## CREATING EXPERIENCES:

### › Staging via video, interactive media and scenography

Creating entirely new insights and impressions for the visitor with virtual reality, 3D stagings, installations and performances: specialists and trendsetters have the opportunity in this exhibition section to present showcase projects, innovations and visions.

## MAKING THE PAST FUTURE-COMPATIBLE:

### › Cultural heritage

Preserving sensitive cultural heritage with the right methods: in the cultural heritage exhibition section, organisations and associations can focus on successful methods from all areas revolving around the preservation and presentation of cultural heritage and monuments.



## SECURING WITNESSES TO THE PAST:

### › Preventive conservation

Securing heritage buildings and works of art even better for future generations with new solutions: in the "Preventive Conservation" exhibition section, suppliers are invited to present their products and solutions revolving around restoration and conservation. In the accompanying trade programme, experts present and discuss new approaches.

## SUSTAINED INSPIRATION:

### › Museum

Plan and design the exhibition successes of tomorrow: the "Museum" segment offers suppliers and organisations the opportunity to show new concepts and successful examples of exhibition design.



# FACTS + FIGURES

**4,400** VISITORS  
FROM **39 COUNTRIES**

↑  
10%

RECOMMENDATION  
TO VISIT: **91%**

SATISFACTION WITH  
REGARD TO REACHING  
GOALS OF THE VISIT: **81%**  
(very) satisfied

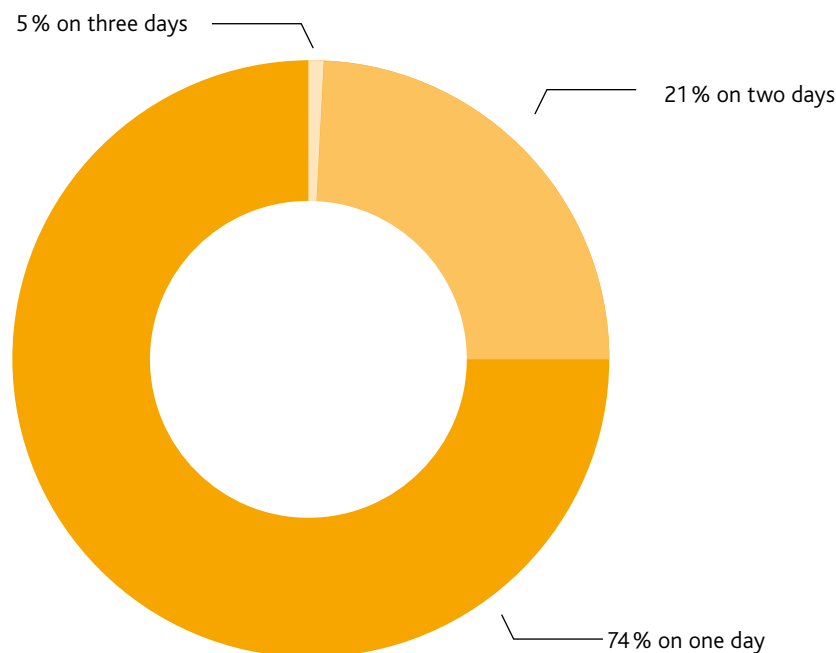
## VISITOR STRUCTURE

The trade visitors of EXPONATEC COLOGNE are:

- › Curators
- › Museum planners
- › Restorers
- › Designers
- › Conservators
- › Architects
- › Museum directors
- › Scenographers
- › Monument conservators
- › Artists
- › Collectors
- › Art consultants
- › Journalists
- › Art dealers
- › Gallery owners
- › Academic researchers

## VISITING DAYS

### EXPONATEC COLOGNE



# 174 EXHIBITORS 33 % FROM ABROAD

FROM  
19 COUNTRIES

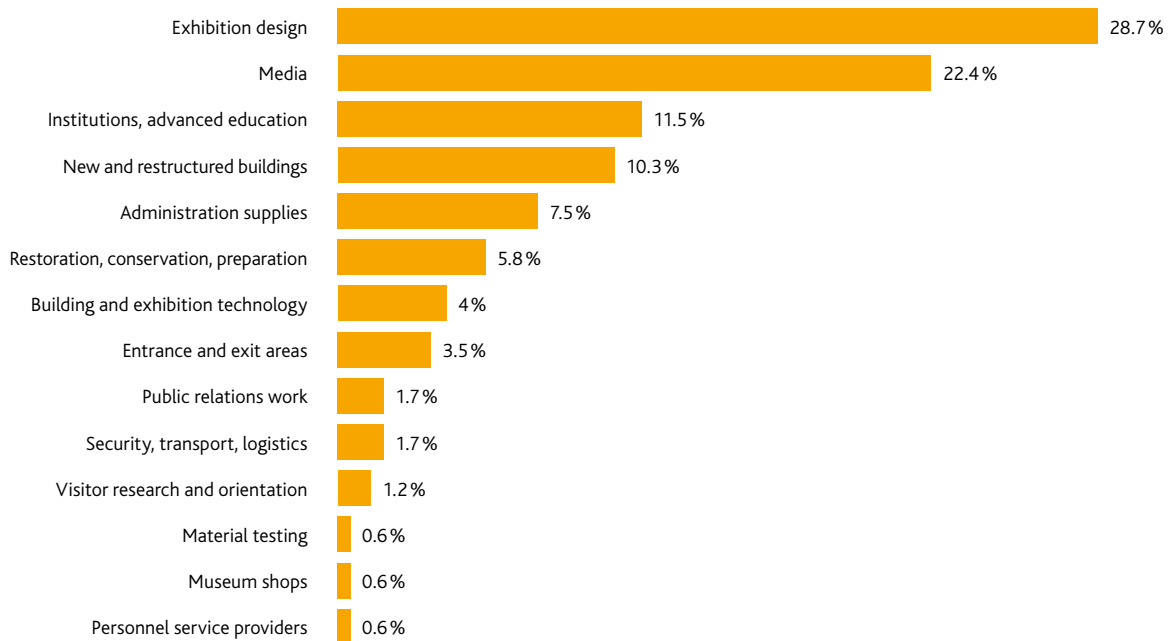
RECOMMENDATION  
TO PARTICIPATE IN EXHIBITION: **91%**

SATISFACTION WITH  
ACHIEVEMENT OF  
FAIR OBJECTIVES: **72%**  
(very) satisfied

## PRODUCT SECTIONS

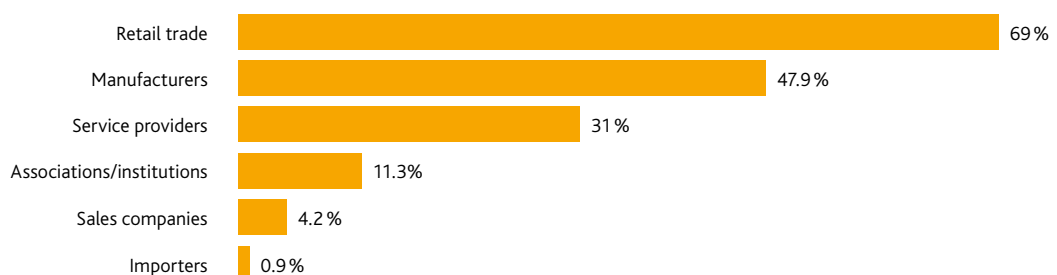
Service segments – exhibitor share\*

\* Multiple answers



## COMMERCIAL SECTOR: 213 ENTRIES\*

\* Multiple answers

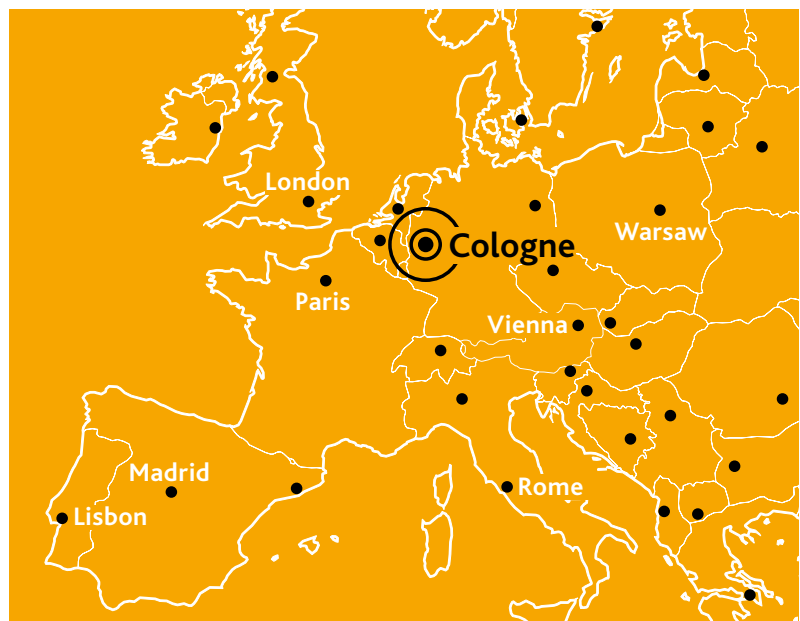




# WELCOME TO THE CULTURE CITY COLOGNE

Cologne and the Rhineland form a culture region with an enormous museum density. High quality galleries and private collectors with a lot of purchasing power can also be found here in large numbers. With its rich cultural offering, the region also draws many art enthusiasts from all over Germany and the neighbouring Benelux countries.

Thanks to its central location at the heart of Europe, Cologne is easy to reach from anywhere. EXPONATEC COLOGNE takes place on the Cologne fair grounds, directly in the city, with the best transport connections: the fair grounds are located on the motorway and have their own ICE train station at the door.



# CONGRESS & EVENT



EXPONATEC provides valuable impulses for your work with its successful combination of trade fair and congress. We offer an exciting and informative event programme in cooperation with well-known partners. You can expect a wealth of valuable information, solutions proven in practice, surprising visions and many opportunities for an international exchange of experiences.

You can find the current programme at:

[www.exponatec.com/event](http://www.exponatec.com/event)

Our partners



CICS  
Cologne Institute of  
Conservation Sciences

 Verband  
der Restauratoren

Technology  
Arts Sciences  
TH Köln

 Network of European  
Museum Organisations



International Council of Museums  
Conseil international des musées  
Internationaler Museumsrat

MÖ  
MUSEUMSBUND ÖSTERREICH

 Deutsche  
Burgen  
Vereinigung  
Burgen  
Schlösser  
Herrenhäuser  
Erhalten  
Erforschen  
Erleben

 VMS  
AMS  
Verband der Museen der Schweiz  
Association des musées suisses  
Associazione dei musei svizzeri

## PREMIERE 2019

Renowned experts present and discuss best practice examples for current questions at the

1. Deutscher Museumskongress (1st German museum congress).

# WE ARE HAPPY TO ADVISE YOU!

**Thomas Postert**

Director

Tel. +49 221 821-2662

t.postert@koelnmesse.de

**Martina Alessio**

Sales Manager

Tel. +49 221 821-2386

m.alessio@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1, 50679 Köln, Germany

exponatec@koelnmesse.de