26TH EDITION

MUSEUM CONNECTIONS

THE INTERNATIONAL EVENT FOR MUSEUM & CULTURAL VENUE EQUIPMENT AND ENHANCEMENT

20 & 21 JANUARY 2021
PARC DES EXPOSITIONS EXHIBITION CENTRE
PORTE DE VERSAILLES, PARIS - PAVILLON 3

MUSEUM SHOP
PRODUCTS, TRENDS & IDEAS

MUSEUM TECH
EQUIPMENT, TECHNOLOGY & INNOVATIONS
For more than 25 years, MUSEUM CONNECTIONS has been working alongside museums and cultural venues on their development and the enrichment of their resources, while also opening up the cultural market to numerous businesses.

**MUSEUM CONNECTIONS** two complementary sectors united under a single event:

**MUSEUMSHOP**

**PRODUCTS, TRENDS & IDEAS**

The place to discover trends for museum shops & cultural or leisure venues.

**MUSEUMTECH**

**EQUIPMENT, TECHNOLOGY & INNOVATIONS**

The place to discover technological innovations for cultural mediation, welcoming the public, visitor tools and the development of exhibition and leisure spaces.

**STATE OF PLAY**

**CULTURAL SECTOR**

**A GROWING MARKET**

48% of the world's 20 most popular museums are European.
Source: TEA/AECOM survey

+5% VISITOR RATE
in French cultural establishments between 2017 and 2018.
Source: Patrimostats

**STRONG POTENTIAL FOR SHOPS**

€15 AVERAGE BASKET
in shops between 2017/2018
Source: RMN website

55,000 MUSEUMS
across the world.
Source: Museum Of the World

**RAPID DIGITAL CHANGE**

+23% OF CULTURAL INSTITUTIONS
are working on their digital cultural strategy (2015/2017).
Source: Axiell survey

22% OF MUSEUMS
surveyed have their entire collection online. Source: Axiell survey

62% OF VISITORS TO MUSEUM CONNECTIONS
believe that digital and new technologies play a key role in their institution.
FEEDBACK

2020 EDITION

3,510 PARTICIPANTS
from 43 countries (22% overseas)

90% of visitors
were satisfied with their participation (NPS: 52)

82% were satisfied with the level of exhibitor innovation

70% OF VISITORS
visited both sections of the fair

78% OF PARTICIPANTS
were satisfied with the variety of exhibitor offers

33% OF PARTICIPANTS
came with the aim to visit both
MUSEUMSHOP and MUSEUMTECH

365 EXHIBITORS

EXHIBITORS’ NATIONALITIES
AT THE MUSEUM CONNECTIONS FAIR:

INTERNATIONAL

36%

FRANCE

64%

EVENTS

11 conferences organised
53 international speakers

THEMES EXPLORED IN 2020

- LINKS BETWEEN THE MUSEUM AND ITS COMMUNITIES
- THE FUTURE OF MEDIATION
- WELL-BEING AT THE MUSEUM
- THE GREEN MUSEUM
- THE FUTURE OF IMMERSION
- THE FUTURE OF CULTURAL RETAIL

74% of participants were satisfied/very satisfied with the quality of conferences and speakers
WHO ARE THE EXHIBITORS AT MUSEUMSHOP?

- Souvenirs, gifts: 61%
- Fashion, accessories, leather goods: 30%
- Stationery, cards: 25%
- Games, children's items: 25%
- Decoration, table art: 14%
- Reproduction, art objects: 14%
- Jewellery: 14%
- Publishing activities: 7%
- Perfumes, cosmetics: 5%
- Delicatessen, foods: 7%
- Coins, medals: 0%

WHO ARE THE VISITORS?

- Museum shops /Department stores / Retail outlets: 24%
- Museums / Art galleries: 22%
- Businesses: 16%
- Cities / Municipalities / Regional authorities / Tourist offices: 11%
- Castles / Historic monuments / Cultural venues: 11%
- Architectural agencies / Museum designers / PR agencies / Consultancies: 7%
- Aquariums / Zoos / Wildlife parks / Parks / Theme parks: 4%
- Libraries / Media libraries / Cultural centres: 3%
- Publishing houses / Bookshops: 3%
- Foundations / Professional non-profit groups / Federations / Unions: 2%
- Hotels: 1%
- Ministries / Public institutions: 1%

2021 EVENT

POP-UP STORE

Take part in the Pop-Up and have your products showcased in the Trends area of the fair. Selected by a jury panel of professionals from the European cultural retail sector.
Global Look at Innovative Technological Solutions for Cultural Mediation and Visiting Experience

Equipment, Technologies & Innovations

**Museum Connections 2021**

Optimise your meetings by targeting your prospects upstream.

Take advantage of the matchmaking service for exhibitors at MuseumTech.

"The appointment-making tool was highly efficient and well-adapted." Blink

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**WHO ARE THE EXHIBITORS AT MUSEUMTECH?**

- Audiovisual & multimedia: 37%
- Virtual & augmented reality: 37%
- Communication and marketing: 32%
- Cultural mediation, games and installations: 27%
- Visitor tools: 24%
- Exhibitions, museum design, displays: 22%
- Front desk, visitor management, ticket sales: 18%
- Facilities, furniture, storage: 12%
- Points of sale management: 8%
- Merchandising: 8%
- Collection & acquisition management, etc.: 6%
- Prof. non-profit organisations & institutions: 5%

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**WHO ARE THE VISITORS?**

- Management: 26%
- Front desk / Ticket sales / Audiences / Mediation / Cultural programming / Events: 18%
- Sales / Merchandising: 14%
- Purchasing: 13%
- Communication / Marketing: 6%
- Development / Innovation / Digital / Digital / Multimedia / Technologies: 5%
- Site, collection or works management: 5%
- Museum design / Conservation: 5%
- Consultancy: 4%
- Creation / Artistic direction: 4%
- Design / Illustration: 4%
- Public relations / Patronage / Partnerships / Events: 2%
- Administration / Finance / HR: 2%
- Scientific collaboration / Publishing / Documentary resources: 1%

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**2021 EVENT**

**MUSEUMTECH**

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**ARE YOU A START-UP?**

Exhibit in our dedicated Start-up Village!
OUR VISITORS

SEEKING TRENDS AND INNOVATIONS

VISITORS

22% of visitors come from outside France (43 countries represented)

33% of visitors went to both sections of the fair

On average, exhibitors met 38 qualified contacts in two days

→ HIGH-PROFILE VISITORS:
89% OF VISITORS HAVE A DECISION-MAKING ROLE

WHAT OUR VISITORS SAY

MUSÉE DE LA COMPAGNIE DES INDES, LORIENT (FR)

“it’s always very interesting to meet suppliers for shop projects and especially new trends in objects and mediation.”

OCEANOPOLIS, BREST (FR)

“The museum I represent hasn’t opened its doors yet, so it was important for me to make numerous contacts in a single venue. The MC fair was the perfect solution for this.”

NESCO, CULTURE SECTOR, PARIS (FR)

“New trends, technological developments & potential partners to discover!”

WESTMINSTER ABBEY, WESTMINSTER (GB)

“As a British company, this first visit was very useful in giving us exposure to small European companies that we wouldn’t meet otherwise. There were a lot of very relevant items for our shop.”

THE PAN AM MUSEUM FOUNDATION, NEW YORK (USA)

“Always inspirational and educational. Thank you for the high quality of workshops/lectures/discussion groups. It’s my favorite part!”

MUSÉE DES BEAUX-ARTS, LIMOGES (FR)

“a highly interesting trade fair! Qualitative and complementary activities! We had constructive meetings and were able to exchange ideas with inspiring and dedicated professionals... We hope to implement certain projects in 2020 thanks to these various meetings! We’re looking forward to returning next year to enrich our knowledge and partnerships! Our thanks to the organisers and agents taking part in the fair! So much potential to discover!”
WHY SHOULD YOU EXHIBIT?

DEVELOP YOUR NETWORK AND GENERATE TURNOVER IN A FAST-GROWING SECTOR

Develop new, qualified contacts and broaden your customer portfolio in a new market.

There are around 70,000 museums worldwide and more than 52,000 cultural & leisure institutions in France. *(Source: UNESCO)*

- Around 40% of our visitors are planning to renew their facilities,
- Thanks to their participation in the fair, the expected turnover of Shop exhibitors is 23K
- On average, exhibitors (SHOP and TECH) met 38 visitors over 2 days.

UNVEIL YOUR INNOVATIONS, PRESENT YOUR LATEST TRENDS

Present your new products and services in a rapidly growing sector.

- 95% of visitors to Museum Connections come to discover new trends (1st reason for their visit),
- For 62% of visitors, digital and new technologies play a key role.

BOOST YOUR VISIBILITY AMONG A HIGHLY SPECIALISED INTERNATIONAL CUSTOMER BASE

Showcase your company and boost your image at a unique event in Paris.

- 1 in 2 visitors has a decision-making role and 89% are involved in the decision process,
- 90% satisfaction rate

BUILD LOYALTY

Meet with your loyal international customers during this unmissable annual event.

- Museum Connections is THE event for the museum and cultural venue sector.
- Sector players come together here each year to discover new trends for their shops and explore innovations to develop their own resources.

FEEDBACK FROM OUR EXHIBITORS

2020 EDITION

**JURATOYS (FR) - MUSEUM SHOP**

“This trade fair is a reference event for the sector.”

**TISSAGE MOUTET (FR) - MUSEUM SHOP**

“We had great follow-up from customers we met at Museum Connections. They got in contact with our team within the same day of their visit. The quality and sincerity of customers was highly valuable.”

**STIMULATION DÉJÀ VU (CAN) - MUSEUM TECH**

“A unique trade fair in its sector, with an international opening and high-quality exhibitors.”

**EUROSCOPE (FR) - MUSEUM SHOP**

“MUSEUM CONNECTIONS’ strength lies in the number and quality of its visitors. It’s the leading fair in Europe for museum merchandising - a wonderful annual event to discover new trends.”

**SA DESIGN (IT) - MUSEUM SHOP**

“(...) It’s the ideal meeting ground for large parks, zoos and museums.”

**CULTURE CRANE (HUN) - MUSEUM TECH**

“It was highly useful - we met very interesting people and discovered some great perspectives.”
THE MUSEUM CONNECTIONS TEAM IS AT YOUR SIDE, BRINGING ITS EXPERIENCE AND EXPERTISE IN THE CULTURAL SECTOR TO HELP YOU FIND THE MOST RELEVANT OFFERS FOR YOUR BUSINESS:

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