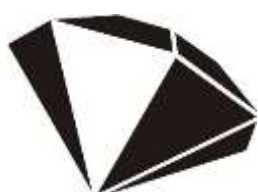


FINAL REPORT



MINERALS BRNO

34th International Sales Exhibition of Minerals, Fossils,
Jewels and Natural Products

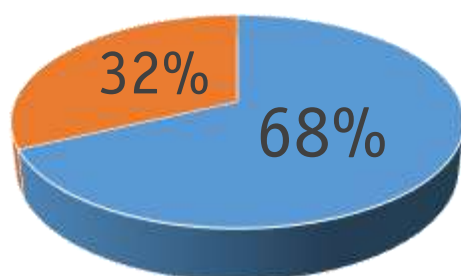
Organiser: Veletrhy Brno, a.s.
Venue: Brno Exhibition Centre, Hall B, Czech Republic
Date: 21.-22. 5. 2016

www.minerallybrno.cz



Basic statistics:Date: **21–22/5/2016**Venue: **Brno Exhibition Centre, Hall B**Organiser: **Veletrhy Brno, a.s. (Brno Exhibition Centre)**Total number of exhibitors: **189 from 10 countries**, number of foreign exhibitors: **44**Total number of visitors: **4739**Total exhibition area: **574 m²**

Exhibitors by country	Number	%
 Czech Republic	128	68
 Poland	27	14
 Slovakia	15	8
 Hungary	7	4
 Germany	4	2
 India	1	1
 Lithuania	1	1
 Austria	4	1
 China	1	1
 Pakistan	1	1
Total	189	

Number of exhibitors from the Czech Republic and from abroad

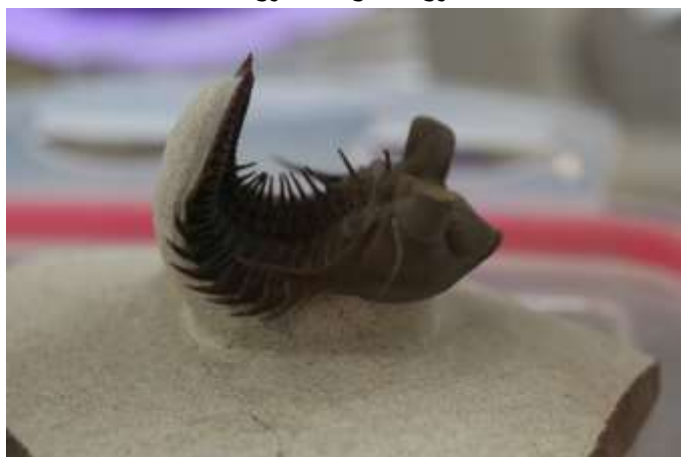
- Czech Republic 68%
- Other countries 32%

Number of visitors

The 34th MINERALS BRNO exhibition and public wine tasting of the 23rd edition of the GRAND PRIX VINEX competition was attended by 3541 paying visitors. Free tickets for the Minerals Brno and GRAND PRIX VINEX invitations have been used by a total of 1198 visitors. Thus, the total number of visitors was 4739, which is slightly more compared to last year's spring exhibition.



Exhibitors' offer was made up of jewellery, precious stones, minerals and collection stones, natural items, fossils, decorative items and home accessories made of precious stones and minerals, literature and other mineralogy and geology tools.



Advertising, media promotion, communication

Given the increasing trend in the number of visitors and exhibitors, we have decided to expand media coverage of the event by Facebook in support order to increase the number of fans, billboards and posters in surrounding villages and towns and using a competition and invitations on Kiss HÁdy, Petrov and Hit Rádio Magic radio stations.

Internet: advertising through banners, links and articles on regional news sites took place, also on mineralogical sites and pages focused on fairs and exhibitions. The date and venue of the exhibition with links to its website were placed on exhibitors' websites and also websites focused on minerals and jewellery. Media coverage and communication also used the website www.mineralybrno.cz, Minerals Brno Facebook page at www.facebook.com/mineralybrno and Brno Exhibition Centre Facebook, www.facebook.com/bvvbrno

Outdoor advertising: 2 billboards inside the Brno Exhibition Centre during events with large audiences, Techagro, Building Fairs and Rag Day. 3 billboards on the fence of the BVV premises next to the busy tram line no. 1 and the main city ring road. Four hundred posters were placed in the city and environs. In cooperation with the organizers of the GRAND PRIX VINEX competition, promotion of the exhibition also took place at the National Wine Centre in Valtice.



Advertisements: These were published in regional and specialised press. Regional media Metro and Mladá Fronta Dnes ran a competition for free tickets.



Distribution of leaflets: minerals exhibition in Tišnov, regional mineralogical exhibitions in the Museum of Natural History in Olomouc, Třebíč, the Tourist Information Centre in Brno, in the VIDA! Centre and the Brno Exhibition Centre.

Ticket: thanks to the cooperation with VIDA! scientific amusement park, which is located in the immediate vicinity of Hall B, it was possible to get a discount on admission to the VIDA! Centre in exchange for a ticket to Minerals Brno.

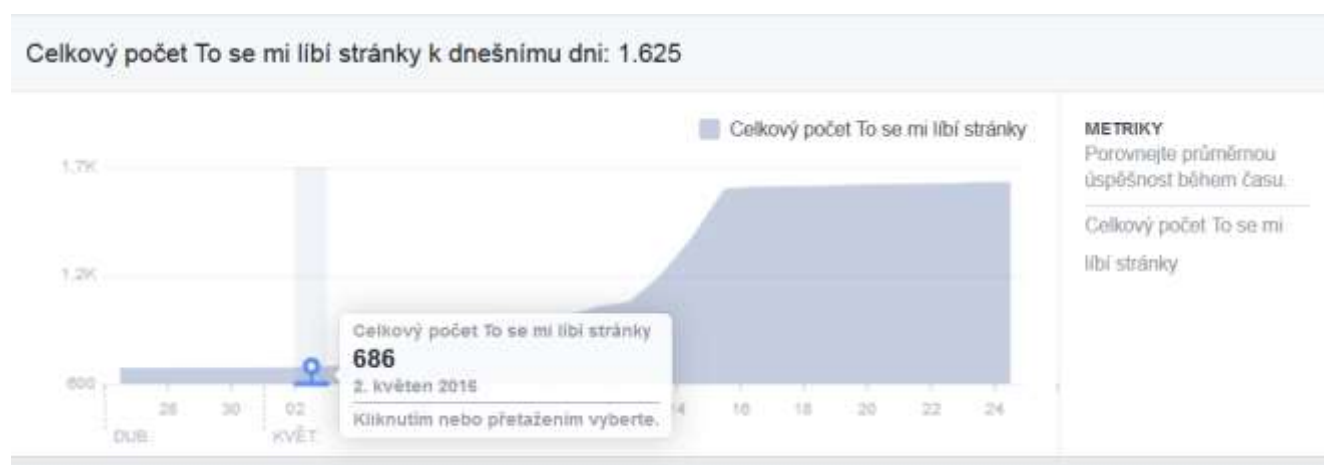
Visitor rate at www.mineralybrno.cz between 1 April – 24 May 2016



Number of unique visitors: 7436

Země	Návštěvy	Návštěvy v %
1. Czech Republic	10 436	85,83 %
2. Slovakia	712	5,84 %
3. Poland	242	1,99 %
4. Germany	100	0,82 %
5. Austria	92	0,75 %
6. United States	56	0,46 %
7. United Kingdom	43	0,35 %
8. Italy	42	0,34 %
9. Pakistan	36	0,30 %
10. India	33	0,27 %

FACEBOOK: the number of fans increased to 1625



Professional profile of the exhibition – nomenclature

Since November 2013, a nomenclature has been introduced and along with it, also illegal and prohibited exhibits. Exhibits are inspected during the Minerals Brno exhibition. Minerals Brno thus aims for a specialised exhibition profile.

34th MINERALS BRNO were again connected with wine tasting

For the third time, a public tasting of participating and award-winning wines from the 23rd annual GRAND PRIX VINEX international competition was held on the gallery of Hall B in parallel with the Minerals Brno exhibition. On Saturday, the award ceremony took place from 18:30. Minerals Brno exhibitors had free access to the tasting and most of them used the opportunity to spend a pleasant Saturday evening on the gallery of Hall B. The concurrence with GRAND PRIX VINEX will be the case in the next year as well.



Painting exhibition

The gallery of the pavilion also contained an installed sales exhibition of paintings by Pavla Nováková, titled "Paintings With a Soul".



MINERALS BRNO – next editions

The MINERALS BRNO exhibition will continue to be held twice a year in the coming years.

November 2016

The 35th MINERALS BRNO exhibition will be held from 19 to 20 November 2016.

The November date will again include a supporting a programme in the form of an accompanying exhibition by Luděk Kráčmar with the theme **COLOURFUL MAGIC OF FLINT**.



 **MINERÁLY BRNO**

35. mezinárodní prodejní výstava minerálů,
fosilií, šperků a přírodnin

Doprovodná výstava: **Barevné kouzlo křemene**

19. - 20. 11. 2016

Výstaviště Brno, pavilon B

sobota: 9 - 18 hodin, neděle: 9 - 16:30 hodin

vstupné: 90 Kč, zlevněné 50 Kč

www.minerallybrno.cz

May 2017

The 36th MINERALS BRNO exhibition will be held from **20-21 May 2017**

The MINERALS BRNO exhibition will be held in May along with the wine tasting of the GRAND PRIX VINEX competition.

November 2017

The 37th MINERALS BRNO exhibition will be held from **18-19 November 2017**

We are looking forward to meeting you in November 2016 at the 35th edition of the MINERALS Brno exhibition which will be held on 19-20/11/2016 in Hall B of the Brno Exhibition Centre.