

# FINAL REPORT



## MINERALS BRNO

41st. International Sales Exhibition  
of Minerals, Fossils, Jewellery  
and Natural Products

---

**Organiser:** Veletrhy Brno, a.s.  
**Venue:** Brno Exhibition Centre, Hall B  
**Date:** 20-21 May 2017

---

[www.mineralybrno.cz](http://www.mineralybrno.cz)  
[www.facebook.com/mineralybrno](https://www.facebook.com/mineralybrno)



## Autumnal MINERALS BRNO 2019 in numbers:



257 exhibitors from 17 countries  
76 foreign exhibitors



838,6 m<sup>2</sup> exhibition space



Almost 9 500 visitors

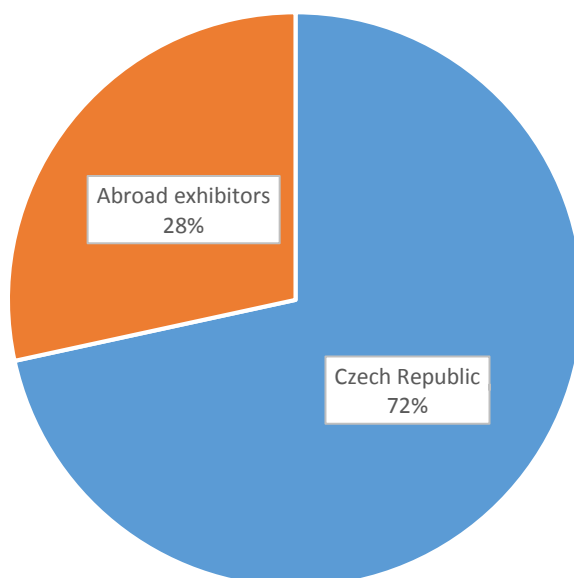
Date: 16. – 17. 11. 2019

Venue: Výstaviště Brno, pavilon B

Organiser: Veletrhy Brno, a.s.

Exhibitors by country	Number
Czech Republic	184
Slovakia	16
Poland	14
Hungary	13
Germany	9
India	6
Ukraine	2
Italy	2
Russia	2
Indonesia	2
Romania	1
Austria	1
Bulgaria	1
Slovenia	1
Netherlands	1
Ethiopia	1
China	1
<b>Total</b>	<b>257</b>

Share of exhibitors from the Czech Republic and abroad



## We increased the number of visitors.

Already during the Spring Minerals edition this year we reported an increase of 16 percent in attendance. The 41st Minerals Brno exhibition, which took place in the autumn, was attended by almost 9 500 people in two days. This is 17 percent more than last November. The ticket to the Minerals Brno also served as a discount entrance coupon thanks to the cooperation with the VIDA! entertainment science park, located in the immediate vicinity of Hall B.



## Not only higher attendance, the number of exhibitors also increased

The Autumn edition of Minerals Brno not only attracted a higher number of visitors, but also the number of exhibitors. A total of 257 were presented at the exhibition, which means ten more experts and stone lovers.

### Exhibitors' treasures

Exhibitors from 17 countries brought original jewellery, precious stones, minerals and collector stones to the Brno Exhibition Centre. And the list does not end there. There were also natural products, fossils, decorative items and home accessories made of minerals and precious stones. People could also acquire special mineralogical and geological tools or specialized literature.



## The autumn mineralogical exhibition livened up the first floor

While the ground floor of Hall B was alive with selecting, debates and shopping, there was a lot to learn on the first floor. The event also included an accompanying exhibition, where one could see the mineral wealth of South Moravia, including a rare collection of minerals from the Štěpánov district, Rožná, Mirošov and other localities that are not normally presented to the public.





## Advertisements & PR

We addressed the exhibitors before the event so that we could attract visitors to the treasures that filled Hall B. Mentions of the exhibition were to be found in the METRO daily, printed magazines PROBRNĚNSKO and PROVYSOČINU or in magazines Šalina, Metropolitan, Kult and NOS. Listeners could catch the ads on the Petrov radio. Prior to the event, we also sent some eye-catching newsletters to an extensive database of contacts.



## We live online

For media and communication, we use the [www.mineralybrno.cz](http://www.mineralybrno.cz) website, Minerals Brno Facebook page at [www.facebook.com/mineralybrno](http://www.facebook.com/mineralybrno) and social networks of Veletrhy Brno: [www.facebook.com/bvvbrno](http://www.facebook.com/bvvbrno), [www.instagram.com/bvvbrno](http://www.instagram.com/bvvbrno) and [www.twitter.com/bvvbrno](http://www.twitter.com/bvvbrno). Links of individual exhibitors who were interested and provided materials for the creation of the site were presented here. The online campaign also included sponsored Facebook ads. People with interest could compete for tickets on social networks or on selected regional news portals.

## Advertising in the streets

A total of 5 billboards were placed at other trade fairs during the autumn season - inside the Brno Exhibition Centre and on the fence next to the busy tram line No. 1 and the main city ring road. In Brno, a poster campaign in A1 format took place on poster areas and a large banner was displayed at one of the busy traffic junctions. The campaign also included the distribution of promotional leaflets at the mineral exhibition in Tišnov, regional mineralogical exhibitions, the Tourist Information Centre in Brno, the VIDA! Science Centre and the Brno Exhibition Centre during events for the general public.

## Volcano explosion at the Brno Exhibition Centre. The accompanying program attracted both children and adults

The Minerals Brno exhibition is not only about viewing stones and shopping, but also about experiences. As a part of the accompanying programme, visitors witnessed the eruption of a volcano. They also tried working with a microscope and kids appreciated some fun quizzes. The programme for the whole family was prepared by the Institute of Geological Sciences of Masaryk University.



## We look forward to seeing you again in the spring!

We organize the 42<sup>nd</sup> MINERALS BRNO exhibition on **23 – 24 May 2020**  
During the spring exhibition you can look forward to tasting quality wines as part of the GP Vinex ceremony



**23 – 24 May 2020**  
Brno, Czech Republic

