

VITRUM

5 • 8 October
Fiera Milano Rho

2021

MILAN

THE **BEST EVENT**
FOR THE **BEST**
IN **TECHNOLOGY**

www.vitrum-milano.com - www.vitrumlife.it

VITRUM 2021: the right choice





THE **BEST EVENT**
FOR THE **BEST IN TECHNOLOGY**

VITRUM
5 • 8 October
Fiera Milano Rho **2021**
MILAN

The International trade show specialized in machinery, equipment and systems for flat and hollow glass and in glass and processed products for industry

The global glass industry's best on display in Milan in 2021

VITRUM, the International trade show specialized in machinery, equipment and systems for flat and hollow glass and in glass and processed products will take place October 5-8 at Fiera Milano Rho.

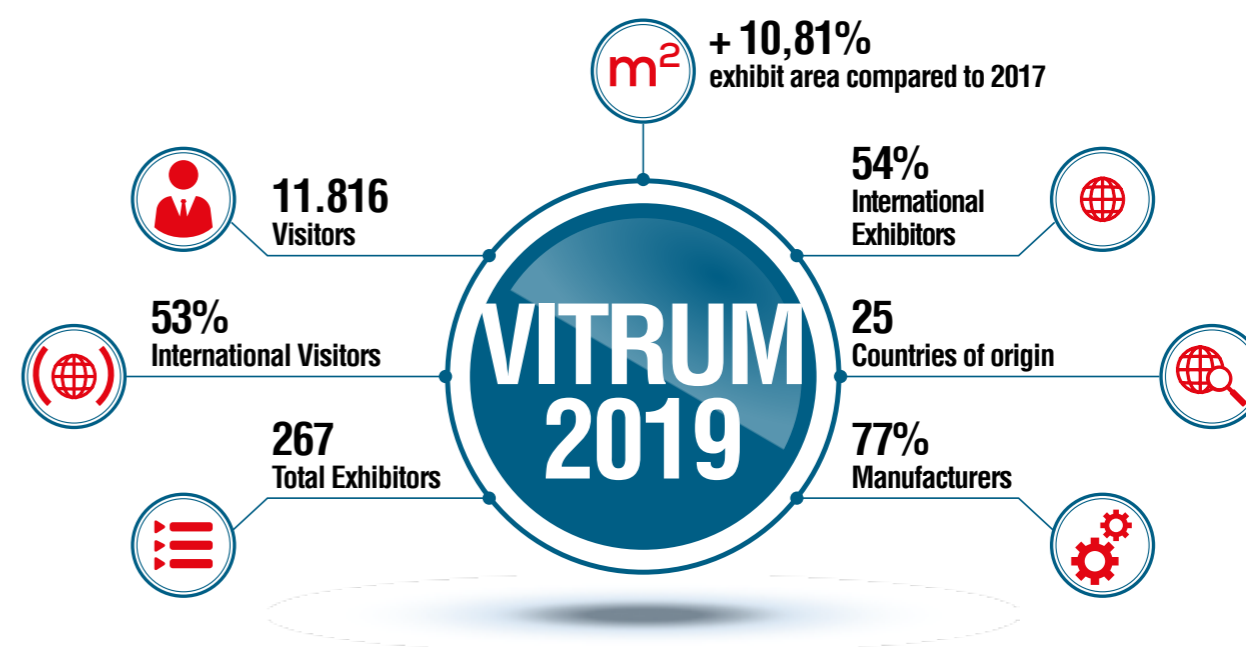
#VITRUM2021



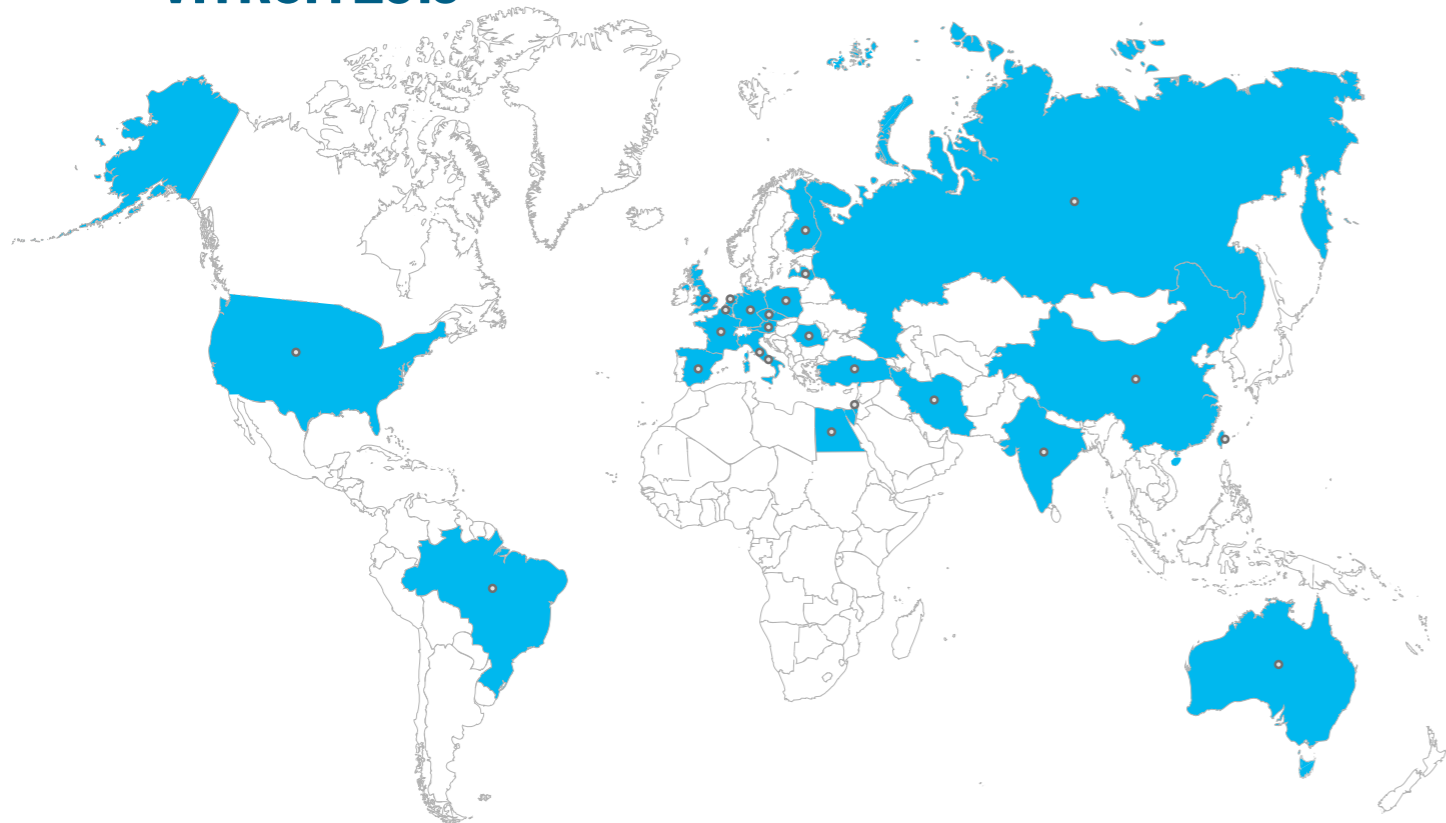
Contents

- VITRUM 2019 by the numbers
- Pavilions
- Rates
- VITRUM Specialized
- Meeting Places
- Seminars
- GLASS WEEK
- Exhibitor Services

VITRUM 2019 by the numbers



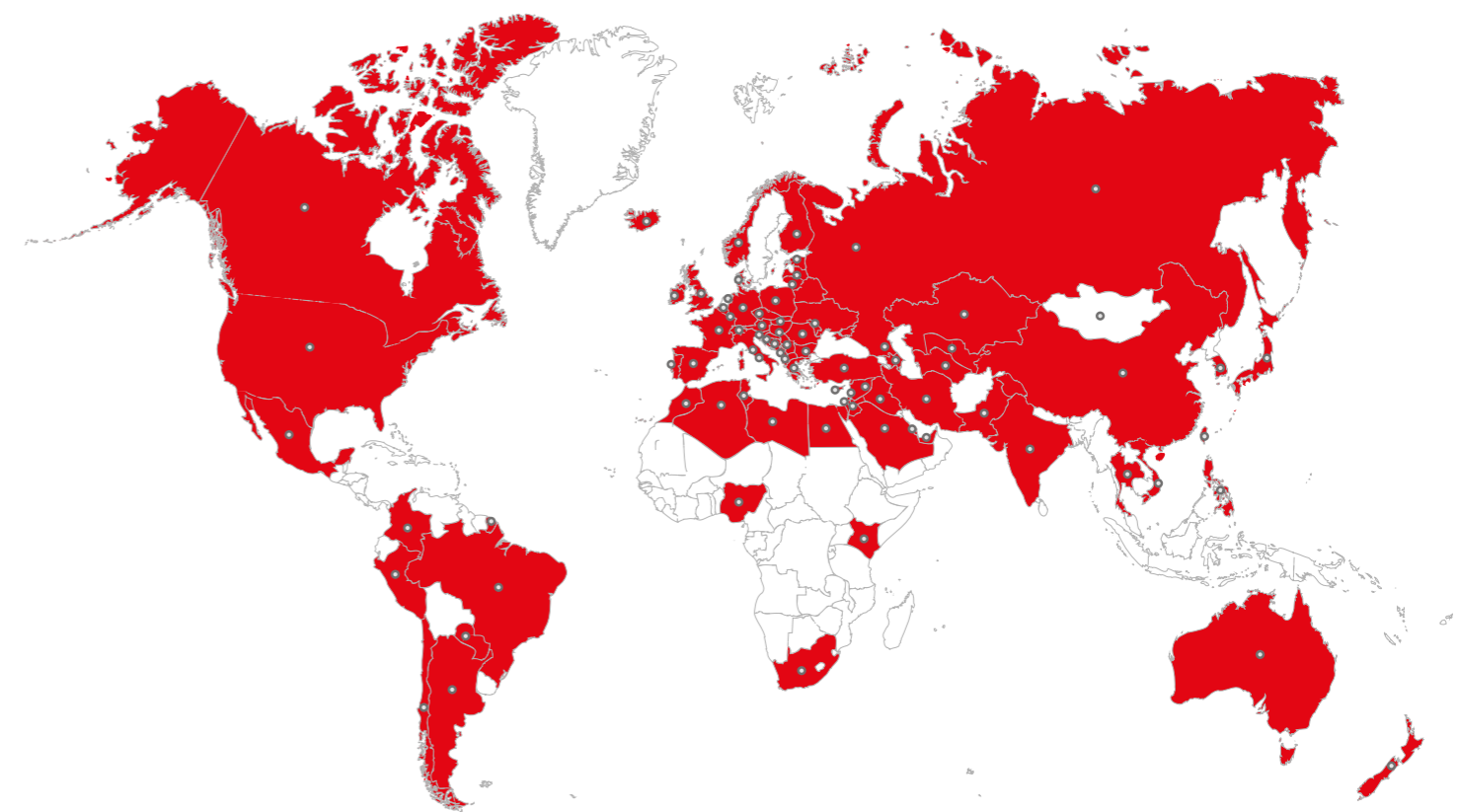
VITRUM 2019



EXHIBITORS

Countries of origin

Australia	Finland	Italy	Republic of San Marino	Taiwan
Austria	France	Latvia	Romania	Turkey
Belgium	Germany	The Netherlands	Russia	
Brazil	India	Poland	Spain	
China	Iran	United Kingdom	United States	
Egypt	Israel	Czech Republic		



VISITORS

Countries of origin

Albania	Cyprus	Jordan	Lithuania	Peru	United States of America
Algeria	Colombia	Greece	Luxembourg	Poland	South Africa
Saudi Arabia	South Korea	French Guyana	Macedonia	Portugal	Switzerland
Argentina	Croatia	India	Malta	Qatar	Taiwan
Australia	Denmark	Iran	Morocco	United Kingdom	Thailand
Austria	Egypt	Iraq	Mexico	Czech Republic	Tunisia
Azerbaijan	United Arab Emirates	Ireland	Moldavia	Republic of San Marino	Turkey
Belgium	Emirates	Iceland	Montenegro	Romania	Turkmenistan
Belarus	Estonia	Israel	Nigeria	Russia	Ukraine
Bosnia-Herzegovina	Philippines	Italy	Norway	Serbia	Hungary
Brazil	Finland	Kazakhstan	New Zealand	Syria	Uzbekistan
Bulgaria	France	Kenya	Holland	Slovakia	Vietnam
Canada	Georgia	Latvia	Pakistan	Slovenia	
Chile	Germany	Lebanon	Palestine	Spain	
China	Japan	Libya	Paraguay		

Pavilions

VITRUM will be held in **pavilions 22 and 24** at Fiera Milano Rho, fully functional and fully equipped in keeping with the most modern trade show standards, conveniently located near the train station and Metro.



Rates

- The show's rates are also **customized to suit Exhibitor needs**
- Rates vary based on the number of **square meters purchased**
- **Early Bird rates** for registrations received in the early months of space sales
- Dedicated discounts for trade associations that are **Community of Glass Associations** members
- **"Turnkey"** solutions for new Exhibitors and for those who have not exhibited at the last 2 editions



VITRUM Specialized

12 themed pathways, clearly indicated on show maps, guide Visitors to their meetings with Exhibitors based on their areas of specialization.

The pathways will be highlighted throughout the Show in the **print catalog** and on the **pavilion maps** distributed gratis to Visitors.

Additional custom-designed campaigns will increase the visibility of participating Exhibitors through dedicated **press releases** and **newsletters**.

12 dedicated blogs are active on the Vitrum website and available to Exhibitors to upload their own content.



Meeting places

Agents and Distributors

A staffed space where Agents and Representatives can leave their information and that Exhibitors can contact to get acquainted and explore possible new business relationships

Partner Businesses Area

A dedicated B2B area set aside for partner businesses that have signed a special agreement with GIMAV

Seminars

At the very core of the show, in-depth seminars will be held, including: What's Hot, with the latest Exhibitor innovations, as well as other activities on general and specific topics of interest. One-of-a-kind opportunities to gain a comprehensive technological and market view of the local and global situations.



GLASS WEEK

Exhibitors will have an all-encompassing experience of VITRUM 2021, including outside the show hours and exhibition spaces.

For the entire week, **exhibits**, guided **tours to places of interest**, **technology demonstrations**, **cocktails and DJ-sets** will take place in Milan's hottest locations.

You can invite your clients to these **events that are also open to the general public** and **where you can talk business in more relaxed settings**.

A not-to-be-missed opportunity to **explore previously unseen parts of modern Milan**, observing the use of glass and technology in everyday life.

Info points inside the fair grounds are the source for all the information you might need.

Transfers to facilitate reaching the event venues.



Exhibitor Services

- Support tools and special initiatives
- Communication, promotion and image





Support tools and special initiatives

Online Registration

Exhibitors can apply to participate by completing the application form on-line, the wizard will walk you through the various participation options.

<http://applicationform.vitrum-milano.com/index.php?lang=it> (IT)

<http://applicationform.vitrum-milano.com/index.php?lang=en> (EN)

Exhibitor Badges

Exhibitors can download the entrance badges reserved for them **free of charge** and print them from their devices.

Customer invitations

Exhibitors have access to an **unlimited number of invitations** to email to their customers and contacts.

Turnkey solutions for new Exhibitors

New Exhibitors and companies that have not exhibited for more than 2 VITRUM shows can choose from **three very attractive turnkey solutions**: one shell scheme stand measuring **12m²**, one **24m²** or one **36m²** with an excellent price/quality ratio.

Wi-Fi in the pavilions *free*

The entire exhibit area is covered by wi-fi connectivity.

E-Contact App *free*

All Exhibitors have **free access to the e-contact app to record the registration data of visitors to their stands**. The application works even without an Internet connection but, when the terminal is on line, it allows real-time access to Visitor registration details and making note of that information.

Exhibitors can access their page at any time and download the summary file of Visitors in Excel format.

E-contact is an essential tool for **Sales Managers**, available at no charge to our Exhibitors.

The file includes date and time the Visitor badge was scanned and the information provided by Visitors during registration.

1 parking place *free*

Each exhibiting company is **guaranteed one parking space in the Fairgrounds on-site parking structure**. Additional parking spaces can be purchased on the Fiera Milano website.

Print Catalog *free*

Each Exhibitor will receive a copy of the **Vitrum 2021 print catalog**.

Basic stand cleaning and electric supply included *free*

Special hotel rates



Match-making system *free*

VITRUM provides Exhibitors and Visitors a service designed to help enhance and optimize business opportunities during the Show.

Thanks to the **MatchMaking** platform, industry professionals can search **the product categories they are interested in to find Exhibitors at the show**, explore new opportunities and set up meetings. This tool allows Visitors to make the best use of their time during their visit; Exhibitors can create an appointment calendar that allows them to manage their contacts easily and efficiently.

Visa invitation letters *free*

Interested companies can contact the VITRUM Secretariat to receive **invitation letters for issuance of visas**.

Communication, promotion and image

- GLASS IS... The Qualities of Glass
- VITRUM Specialized
- Newsletter
- VITRUM Life
- Print Catalog
- Online Catalog
- Pavilion map
- VITRUM App
- Social media channels
- GLASS WEEK
- Visibility on the fairgrounds
- Audio and video services at the Show



GLASS IS... The Qualities of Glass

- The **10 unique features of the glass industry** that set finished products apart
- **B2B2C** approach: the advantages and benefits of the glass objects we use every day stem from the distinctive traits of the supply chain that lies at their origin.



SAFE VOGUISH TRADITION USEFUL
GREEN PURE SMART FLEXIBLE SOCIAL
GLASS

GLASS IS...

- **USEFUL** – glass is all around us in everyday life, in windows, doors, mirrors, glasses, bottles, eyewear
- **SAFE** – the glass industry ensures safety through the sterility of pharmaceutical glass and the resistance of automotive windshields
- **GREEN** – because glass is a valid alternative to more toxic materials for various uses, in a way that awakens the desire for a healthier, more beautiful environment
- **PURE** – glass shows reality for what it is, both in images and in the packaging of foods that are not compromised in any way
- **SMART** – the glass industry is hi-tech (fiber optics, smartphones, etc.) and is completely embedded in the phase of the Industry 4.0 plan experimenting with the use of cobots, “collaborative robots” that interact with humans in the workplace, thereby arousing in the end user the desire to benefit from the possible high-tech results thanks to the glass industry and its technologies
- **SOCIAL** – social media allow us to communicate through the screens of our everyday devices, from computers to tablets, smartphones and smartwatches
- **VOGUSH** – lends design articles an aura of sophistication and elegance impossible to find in other materials
- **FLEXIBLE** – today, thanks to the new technologies, it is now possible to make flexible glass; but then, glass has long been, by its very nature, a material that can be adapted to many different uses
- **TRADITION** – the reliability and excellence of the glass industry date back to an illustrious history that evolved over centuries and led to the success of the material as it is known today
- **GLASS** – has been around forever and is constantly changing, evolving, while always staying true to itself; it will never go out of fashion.



VITRUM Specialized *free*

Specialized logos included gratis on Exhibitor profiles in the **official catalog**.

Free maps indicating the itineraries inside the fairgrounds help Visitors find their Specialized areas of interest.

Specially-designed campaigns will promote widespread circulation of the initiative through **press releases, articles** on the new VITRUM website, dedicated **newsletters** and **blog posts** on the VITRUM website featuring the content of participating companies, in order to trigger another virtuous referral mechanism.





Newsletter

- Sent to more than 12,000 targeted addresses
- Dedicated content
- Targeting of recipients based on the VITRUM Specialized areas
- Option to include Exhibitor promotional content
- Special edition during the Show
- Exclusive live content from VITRUM 2021
- Updates on key news items from the Show
- Option to include Exhibitor promotional content

VITRUM Life

The **internationalization project** that accompanies Exhibitors throughout the event, **promoting the show - even when it is not in progress - exponentially increasing Exhibitor brand exposure.**

Editorial portal with content independently edited by qualified journalists before, during and, above all, between one edition of the show and the next.

They **offer** every Exhibitor **editing and publication of articles on the portal**, in quantities proportional to the size of their stand at the show and up to a maximum of 9.

Content translated into 16 languages and shared through the show's social channels.

Base package gratis for 2021 and the option to purchase

premium packages for additional services.





Print Catalog *free*

Published in two versions and 9 languages.

Standard listing in the print catalog

Every Exhibitor has a free **basic information listing in the VITRUM print catalog** containing information about the company and its products.

Bookmark for print catalog

Exhibitors can **personalize the bookmark** that is inserted (on a rotation basis) into the **print catalog**, one more tool to effectively promote their brand.

Company logo in the print catalog

Advertising in the print catalog

Exhibitors can **purchase one or more pages of advertising in the print catalog**.

Online Catalog *free*

Inclusion in the online catalog

Each Exhibitor is **entitled to a basic listing in the online VITRUM catalog**, with information about the company and its products, plus the option to include two photographs.

Premium listing in the online catalog

A Premium package is now available for purchase to increase visibility.

The catalog is available even after the conclusion of VITRUM, making it a real, true index of the top international producers of glass processing machinery, plants and systems, special products and accessories.

Banners in the online catalog

Exhibitors can purchase advertising banners in the online catalog.





Advertising on the pavilion map

The pavilion map is especially popular with Visitors, who receive a free copy when they enter the Fair and, thanks to the 12 VITRUM Specialized pathways, it is more effective than ever. Exhibitors can increase their visibility by **inserting their company logo or purchasing banners or ear space**.

VITRUM App *free*

With the official VITRUM app, it's possible to **find all the information you need** for your visit (hours, services, how to get here, ...) search Exhibitors by company name or product category or by VITRUM Specialized, navigate the pavilion map and find out about scheduled events.

Social Media Channels

Promotion on VITRUM's social media channels

VITRUM's social channels are available to Exhibitors who want to highlight their technologies and products on display at the show.

Packages include posts on Facebook, Twitter, Instagram and YouTube on dates and times that are scheduled in advance to ensure maximum sharing and content visibility.

GLASS WEEK

Exhibitors can purchase advertising pages or banners in the brochure dedicated to the initiative and take advantage of the **Silver, Gold and Platinum sponsorship packages** during the scheduled events.

Visibility on the fairgrounds

Traditional and digital signage, for static images or videos, strategically located inside the Fieramilano Rho exhibition district, offer exceptional promotional opportunities.

Exhibitors can contact the VITRUM secretariat for a complete list of options.

Audio and video services at the show

Thanks to the troupe of photographers and video makers on hand during VITRUM, Exhibitors can order photo services at the stands, video footage, interviews and live coverage on the VITRUM social channels.

VITRUM

5 • 8 October
Fiera Milano Rho

2021

MILAN

WHERE **GLASS TECHNOLOGY** COMES ALIVE

www.vitrum-milano.com
www.vitrumlife.it
www.facebook.com/VitrumMilano
twitter.com/vitrummilano



Secreteriat
Via C. I. Petitti 16 – 20149 Milan Italy
Ph. +39 02.33006099 • Fax +39 02.33005630
vitrum@vitrum-milano.it