20–22 May 2022
FLORENCE
FORTEZZA DA BASSO
DIDACTA ITALIA, whose fifth edition will take place from 20th to 22nd May 2022 at the Fortezza da Basso of Florence, is the most important event about innovation and the future of school.

An unmissable occasion for teachers, professionals and entrepreneurs of the sector, which aims to promote the debate on the world of education among institutions, associations and companies, in order to create a meeting place with teachers and headmasters.
Didacta Italia Fair has a very innovative format: on one hand, the main companies working in the education sector (from publishing to building, from technology to furnishing, from stationery to school services, from museum education to study trips, from training and work-related learning to music education, including a specific area dedicated to start-up companies and innovation); on the other hand, a wide list of training events for teachers and headmasters.

Didacta Italia is organised by:
DIDACTA 2019
PHYSICAL EDITION

- 762 Events
- 25,000 Visitors
- 210 Exhibitors
- 5 Pavilions
- 31,000 sq m of exhibition area

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO

DIDACTA 2021
ONLINE EDITION

+16,000 Certified training hours delivered

- 15,668 Attendees
- 407 Professionals
- 690 Events
- 87 Exhibitors
WHO DIDACTA IS FOR

Fiera Didacta Italia is aimed at all levels of education and training: kindergarten, primary school, secondary school, upper secondary school, professional institutes, higher technical institutes, universities, institutes of scientific research and professional training, as well as businesses and insiders.

TARGET

The target of Fiera Didacta Italia is the teaching staff and school professionals.

The mission of the event is to support the school of the future and innovative training of teachers.

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
LOCATION

The Fortezza da Basso is the only Italian exhibition area within a real Renaissance architectural masterpiece.

It is located in the center of Florence, just a 5 minutes walk from the train station of Firenze Santa Maria Novella, an excellent logistics location offering accommodation options and parking lots.

Also, it is well connected by public transport (taxi, bus and tramway line T2) to Florence airport.

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WHY JOIN?

Didacta Italia Fair offers a very high-level program of training and updating for teachers. All categories of operators of the education world are interested in the event: headmasters, teachers, university teachers, trainers, specialized journalists and main professional associations.

The event represents a business opportunity for companies producing and distributing school supplies and services; a showcase for institutions and local administrative bodies that want to promote their businesses.

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
VISIBILITY
PROMOTION
NETWORK

Over 34,000 followers on our official social channels and a focus on the website. Video campaigns. Communication campaign, both online and offline, on the main trade magazines and newspapers.

Participating in Didacta Italia with your dedicated exhibition space will give you the opportunity to promote your products/services to an audience of more than 25,000 visitors.

You will also have the opportunity to establish professional and commercial relationships with the other Sponsors and Partners of the event, enriching your network of contacts.

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
PRODUCT CATEGORIES

- School Architecture and Furnishing
- Stationery and Accessories
- Environmental Education – Green
- Publishing and trade press - Educational games
- Educational Tourism – Food Education – Haute Cuisine
- Movement Education – Sports in school – Motor Disabilities
- Training – Language Training
- Music and artistic area
- Technology - Hardware – Software – Industry 4.0 – Automation – Robotics – Immersive Environments
- Innovation and StartUp
2022 RATES

Shell scheme booth with furniture (12sq m and multiples)

€/sq m 185 + VAT

Shell scheme booth with no furniture

€/sq m 165 + VAT

Unfurnished area (minimum 48sq m)

€/sq m 160 + VAT

2 open sides surcharge

+ 10% excluding application fee

APPLICATION FEE

€ 250,00 + VAT

The application fee for each exhibitor, including insurance services, is €250. When confirming their participation, exhibitors must transfer an advance payment equal to 35% of the total amount.

HOW TO EXHIBIT

If you want to exhibit in Didacta 2022, please register at the following link and send your application form:

areariservata.fieradidacta.firenzefiera.it

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
EXHIBITORS PACKAGES

SCHELL SCHEME BOOTH WITH FURNITURE - 1 OPEN SIDE

4x3x2.5 m

STANDARD FURNITURE:

- carpet
- 2 spotlights
- 1 power strip box (universal electrical sockets) 1 KW
- 1 sign L.100xh.30 cm
- 1 fascia board L.336xh.250 cm with 2 vertical elements L.32xh.250 cm
- 1 table 120x80 cm h. 72 cm
- 4 transparent chairs
- 1 reception desk L. 98 cm
- 2 stools
- 1 waste basket
- 1 coat stand

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EXHIBITORS PACKAGES

SCHELL SCHEME BOOTH WITH FURNITURE - 2 OPEN SIDES

4x3x2.5 m

STANDARD FURNITURE:

- 2 spotlights
- 1 power strip box (universal electrical sockets) 1 KW
- 2 signs L100xh30 cm
- 2 fascia board (front and side) L338xh250 cm with 2 vertical elements L32xh250 cm
- 1 table 120x80 cm h.72 cm
- 4 transparent chairs
- 1 reception desk L.98 cm
- 2 stools
- 1 waste basket
- 1 coat stand

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
SCHELL SCHEME
BOOTH WITH NO FURNITURE - 1 OPEN SIDE
4x3x2.5 m

STANDARD FURNITURE:
- Carpet
- 2 spotlights
- 1 power strip box (universal electrical sockets) 1 kW
- 1 sign 100xh.30 cm
- 1 fascia board 336xh250 cm with 2 vertical elements l.32xh 250cm

SCHELL SCHEME BOOTH WITH NO FURNITURE - 2 OPEN SIDES
4x3x2.5 m

STANDARD FURNITURE:
- Carpet
- 2 spotlights
- 1 power strip box (universal electrical sockets) 1 kW
- 2 sign 100xh.30 cm
- 2 fascia board (front and side) 336xh250 cm with 2 vertical elements l.32xh 250cm

UNFURNISHED AREA

• The unfurnished area does not provide for any type of furniture except for electricity supply 1.5 kW. Costs for booth set-up must be borne by the exhibitor.

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
# Sponsorship Packages with Booth

<table>
<thead>
<tr>
<th></th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Schell scheme booth with furniture or 24 sq m exhibition area</td>
<td>Schell scheme booth with furniture or 36 sq m exhibition area</td>
<td>Schell scheme booth with furniture or 80 sq m exhibition area</td>
</tr>
<tr>
<td></td>
<td>Inserting your company logo on the official website with links to your website</td>
<td>Inserting your company logo on the official website with links to your website</td>
<td>Inserting your company logo on the official website with links to your website</td>
</tr>
<tr>
<td></td>
<td>Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long</td>
<td>Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long</td>
<td>Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long</td>
</tr>
<tr>
<td></td>
<td>2 dedicated social media posts (publishing dates to be agreed)</td>
<td>3 dedicated social media posts (publishing dates to be agreed)</td>
<td>4 dedicated social media posts (publishing dates to be agreed)</td>
</tr>
<tr>
<td></td>
<td>Participation in the inaugural event and press conference of the event</td>
<td>Participation in the inaugural event and press conference of the event</td>
<td>Participation in the inaugural event and press conference of the event</td>
</tr>
<tr>
<td></td>
<td>Inserting your company press release in the press folder of the event</td>
<td>Inserting your company press release in the press folder of the event</td>
<td>Inserting your company press release in the press folder of the event</td>
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<tr>
<td></td>
<td>Inserting your company logo in the graphics of the exhibition area</td>
<td>Inserting your company logo in the graphics of the exhibition area</td>
<td>Inserting your company logo in the graphics of the exhibition area</td>
</tr>
<tr>
<td></td>
<td>The interview: a dedicated area in the EXHIBITORS section of the official website of the event, which will be shared on social media channels</td>
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</tr>
<tr>
<td></td>
<td>90/120 sec storytelling video Basic, shooting during the event</td>
<td>90/120 sec storytelling video Basic, shooting during the event</td>
<td>Storytelling video Plus: one 90/120 sec video, one 15 sec video for Instagram, one Story, shooting during the event</td>
</tr>
<tr>
<td></td>
<td>Organizing a one-hour workshop</td>
<td>Organizing a two-hour workshop</td>
<td>Organizing a four-hour workshop</td>
</tr>
<tr>
<td></td>
<td>Presentation of 1 highlight product in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed)</td>
<td></td>
<td>Presentation of 2 highlight products in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed)</td>
</tr>
</tbody>
</table>

|   | 12,000€ + VAT | 20,000€ + VAT | 30,000€ + VAT |

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
SUPPORTERS PACKAGE

• The company can participate in the EXHIBITORS SHOWCASE with a dedicated page available online all year long
• Inserting your company logo on the homepage of Didacta website with links to your virtual showcase
• 2 dedicated social media posts (publishing dates to be agreed)
• Inserting your company logo in the official event press release
• Inserting your company press release in the press folder of the event
• The interview: a dedicated area in the EXHIBITORS section of the official website of the event, which will be shared on social media channels
• Organizing a two-hour workshop

• Inserting 1 highlight product in the periodical newsletter targeted to the database of headmasters

** Any additional services on request

BASIC FEE 5,000.00 €

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
PACKAGE DESCRIPTION

An area dedicated to relaxation, where users can recharge their devices, thanks to the arrangement of white lacquered lounge chairs with leather cushions and low Lounge tables, 40 cm high, which can be fully customised with an integrated quick charge system, 6 retractable cables that are compatible with 99% of smartphones on the market and an innovative wireless Qi system in the middle that can be used to place the smartphone and recharge it wirelessly.

The area is completed by a carpet and a circular hanging banner, which can be both customised with printing.

BASIC FEE 8,000.00 €

THE COMFORT AREA PACKAGE INCLUDES

• Inserting your company logo on the official website with links to your website
• 2 dedicated social media posts (publishing dates to be agreed)
• Participation in the inaugural event and press conference of the event
• Inserting your company press release in the press folder of the event
• Inserting your company logo in the graphics of the exhibition area
• Inserting your company logo in the official map of the event
• The interview: a dedicated area in the EXHIBITORS section of the official website of the event, which will be shared on social media channels

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
ADDITIONAL SERVICES

MARKETING PACKAGES

FIERA DIDACTA ITALIA MARKETING PACKAGE: MORE CONTACTS MORE SUCCESS!

By registering for the fair, each exhibitor will be automatically included in the catalogue, on the website and in the free advertising material, before, during and after the fair: banners, email signatures, social media graphics thanks to the press&digital kit.

In addition to this package, we have combined other marketing services in order to increase your company’s visibility and promotion and your presence in the fair.

And you can have it at a special price!

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
ADDITIONAL SERVICES

MARKETING SERVICES

- A dedicated page in the SHOWCASE section of the exhibitor website, available online all year long: description of the company with 1 video and photo gallery (max. 8/10 photos); inserting 3 highlight products
  € 250.00

- Inserting an additional video in the SHOWCASE page
  € 50.00

- Inserting 3 additional highlight products in the SHOWCASE page
  € 100.00

- An advertorial article on the Exhibitors Magazine (with links to the SHOWCASE page, when enabled)
  € 150.00

- Presentation of one highlight product of the showcase in the periodical newsletter targeted to the database of headmasters
  € 150.00

- Inserting your company logo, a short text and a direct link to the exhibitor website in the periodical newsletter
  € 100.00

- Customised Instagram Story on Didacta Italia account (except during the exhibition days)
  € 50.00

- Advertorial post on Didacta Italia Linkedin and Twitter accounts
  € 100.00

Contents are edited by the Exhibitor, upon approval of Firenze Fiera.

From 20\textsuperscript{th} to 22\textsuperscript{nd} May 2022 | FLORENCE, FORTEZZA DA BASSO
ADDITIONAL SERVICES

BRANDED CONTENT SERVICES DEDICATED TO SPONSORS

Dedicated branded content page on the main Italian and local newspapers, both online and offline, and trade magazines.

Corriere della Sera
La Repubblica
QN (Il Giorno – Resto del Carlino – La Nazione)
Corriere Fiorentino
La Nazione
Repubblica Firenze
Orizzonte Scuola

(* ) Price on request, customised according to the spaces requested.

Press support and AVE (ADVERTISING VALUE EQUIVALENCY) service are included in this offer.

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PROMOTIONAL VIDEO PACKAGES

Our proposals for corporate videos telling the story of your brand and your participation in the event with an up-to-date and promotional focus. Didacta will promote your videos on its official social accounts and will include them in one of the promotional videos for #Didacta2022 edition.

MINI CORPORATE VIDEO DURING THE EVENT

**PRODUCTION**
- Storytelling Crew with 2 filmakers
- 3 hours of production during the event
- Photo coverage of the stand
- Editing e colouring
- Music with Rights to Use

**OUTPUT**
- A 120sec mini-corporate video
- A 30sec video edited for social media

**PRICE**
1,600.00 € + VAT

MINI CORPORATE and SOCIAL STORYTELLING VIDEO DURING THE EVENT

**PRODUCTION**
- Storytelling Crew with 2 filmakers
- 3 hours of production during the event
- Photo coverage of the stand
- Editing e colouring
- Music with Rights to Use

**OUTPUT**
- A 120sec mini-corporate video
- A 30sec video edited for social media
- 4 videos vertically optimised for Stories
- A video edited for Instagram Reel

**PRICE**
2,900.00 € + VAT

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
PHOTOGRAPHIC SERVICES

Photography coverage at the stand € 100.00/hour
Photography coverage for 1 day, 1 photographer € 600.00
Photography coverage for 2 days, 1 photographer € 1,000.00

ADDITIONAL SERVICES

Video interviews on Facebook Live with professional cameras at the stand or in the press area with a mobile direction. € 200.00/each
Interviews during the event with delivery by end of day € 150.00/each
# Workshop and Seminar Organization

## Use of a room for events

<table>
<thead>
<tr>
<th>Room for 60 people</th>
<th>€ 400.00/slot</th>
<th>Room for 20 people</th>
<th>€ 200.00/slot</th>
<th>Room for 10 people</th>
<th>€ 150.00/slot</th>
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## Use of a dedicated room

<table>
<thead>
<tr>
<th>Duration</th>
<th>Capacity</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>½ day</td>
<td>60 people</td>
<td>€ 800.00</td>
</tr>
<tr>
<td>1 day</td>
<td>60 people</td>
<td>€ 1,500.00</td>
</tr>
<tr>
<td>2 days</td>
<td>60 people</td>
<td>€ 2,500.00</td>
</tr>
<tr>
<td>3 days</td>
<td>60 people</td>
<td>€ 3,000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>duration</th>
<th>capacity</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 people</td>
<td>€ 400.00</td>
<td></td>
</tr>
<tr>
<td>20 people</td>
<td>€ 700.00</td>
<td></td>
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<tr>
<td>20 people</td>
<td>€ 1,050.00</td>
<td></td>
</tr>
<tr>
<td>20 people</td>
<td>€ 1,400.00</td>
<td></td>
</tr>
</tbody>
</table>

From 20th to 22nd May 2022 | FLORENCE, FORTEZZA DA BASSO
INFO AND CONTACTS
ORGANIZING SECRETARIAT

SALES / EXHIBITORS
Debora Daddi (Collaboration)
Technology, Hardware, Software, Industry 4.0, Automation, Robotics, Immersive Environments
+39 055 4973019
+39 347 8597541
daddi.didacta@firenzefiera.it

Cooranza Magni
School Architecture and Furnishing, Environmental Education, Green, Stationery and Accessories, Publishing and Trade press, Educational Games
+39 055 4972239
+39 334 1446664
magni.didacta@firenzefiera.it

Maria Risi
Institutional Area
+39 055 4972240
+39 334 1447209
risi.didacta@firenzefiera.it

TRAINING / EVENTS
Simona Tosi
Operational coordination of the Scientific Program, Speakers
+39 055 4972241
+39 334 1447270
tosi.didacta@firenzefiera.it

Marika Cassese (Collaboration)
+39 055 4973503
didacta@firenzefiera.it

Giulia Bacolant (Collaboration)
+39 055 4973439
didacta@firenzefiera.it

TECHNICAL OFFICE / SETTING UP
Maurizio Chiccho
+39 055 4972224
chiccho@firenzefiera.it

Monica Bini
+39 055 4972204
bini@firenzefiera.it

Chiara Rigoli (Collaboration)
+39 055 4972211
consulente.arch.chiara.rigoli@firenzefiera.it

PROJECT MANAGER
Simona Toel
+39 055 4972241
+39 334 1417270
toel.didacta@firenzefiera.it

Press / Communication
Fiamma Domestici
Press Office
+39 055 4972243
+39 334 1446710
domestici@firenzefiera.it

Barbara Del Bene
Web & Social
+39 055 4973540
+39 334 1447243
delbene@firenzefiera.it

PRESS / COMMUNICATION INDIRE
Patrizia Centi
+39 055 2380632
+39 3382502237
comunicazione@indire.it

Luca Rossetti
+39 320 0121283
comunicazione@indire.it

ORGANIZING COMMITTEE
COORDINATION
Anna Paola Concila (Collaboration)
+39 055 4972241
spconcia@gmail.com

SALES / EXHIBITORS
Debora Daddi (Collaboration)
Technology, Hardware, Software, Industry 4.0, Automation, Robotics, Immersive Environments
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TECHNICAL OFFICE / SETTING UP
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+39 055 4972204
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+39 055 4972211
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+39 055 4972241
+39 334 1417270
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+39 055 4972243
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domestici@firenzefiera.it

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