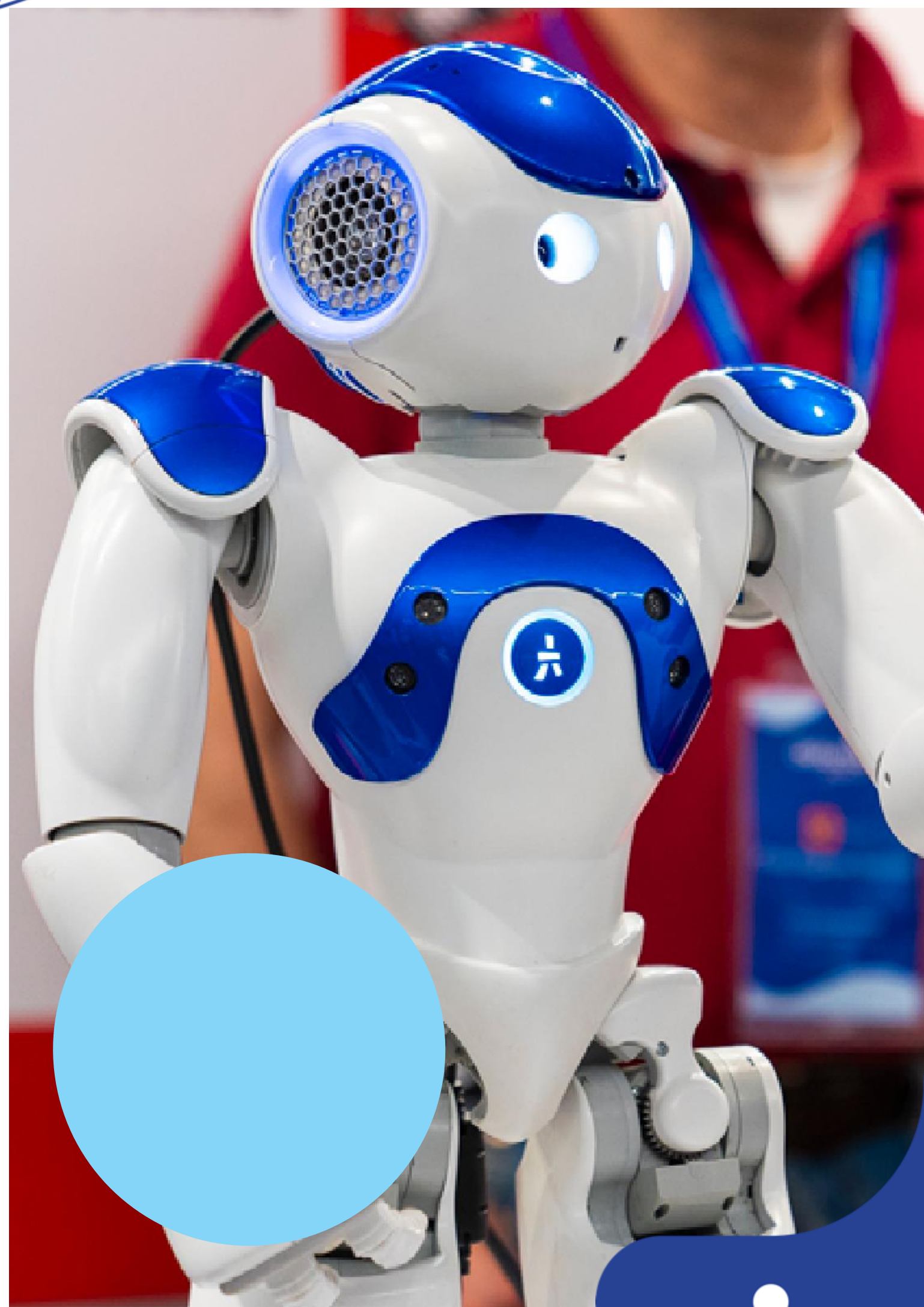


IN
FIE
RA

didacta

Italia

10–12 March 2022
FLORENCE
FORTEZZA DA BASSO



DIDACTA ITALIA, whose fifth edition will take place from 10th to 12th March 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:

ORGANIZER



SCIENTIFIC PARTNER



ORGANIZING COMMITTEE



DIDACTA 2019

PHYSICAL EDITION



DIDACTA 2020

ONLINE EDITION



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.

70,000

Schools

13,500

Private schools

920,000

Teachers

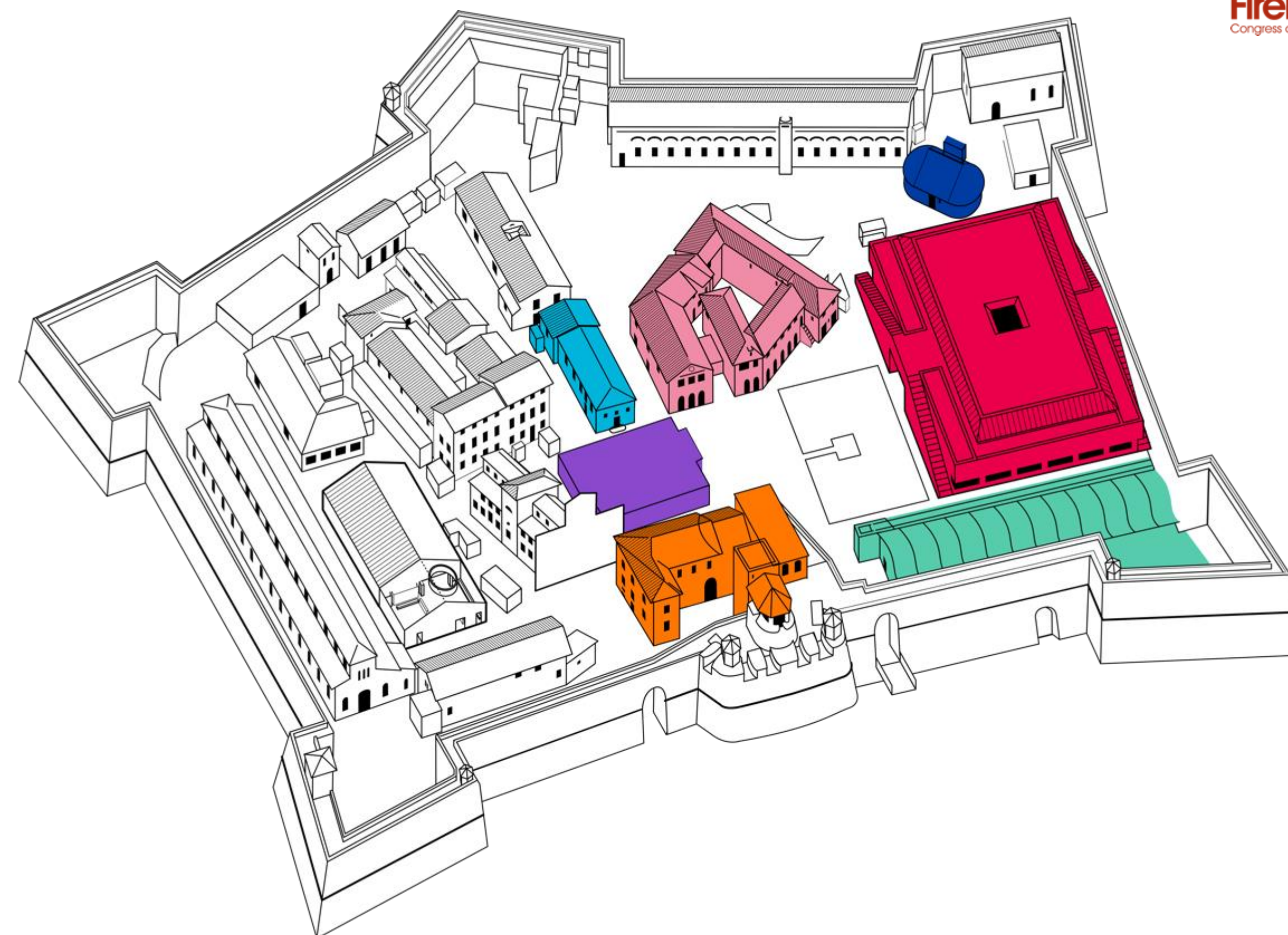


LOCATION

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.



● CAVANIGLIA PAVILION

● SPADOLINI PAVILION

● POLVERIERA

● PALAZZINA LORENESE

● TEATRINO LORENESE

● GHIAIE PAVILION

● QUARTIERI MONUMENTALI

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.



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.



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

ella scuola e si adegua
ste inerenti la didattica
he a quelle legate a incontri
In questo ambiente gli
no presentare i loro lavori
ai docenti e ai genitori
o organizzare momenti di
con esperti esterni o altri
grado di fornire un contributo
ifici di approfondimento.

Piccole scuole

PICCOLE SCUOLE

PICCOLE SCUOLE
INDIRE
L'ISTITUTO NAZIONALE
DELLA RICERCA SCOLASTICA
E DELL'INFORMAZIONE
E DELLA FORMAZIONE
DEI DOCENTI

Scuole piccole - Tracce sociali in rete

PICCOLE SCUOLE
INTRODUZIONE TO THE SMALL
SCHOOLS HARVEST
THE SMALL SCHOOLS HARVEST
THE THREE KEY POINTS OF
THE HARVEST

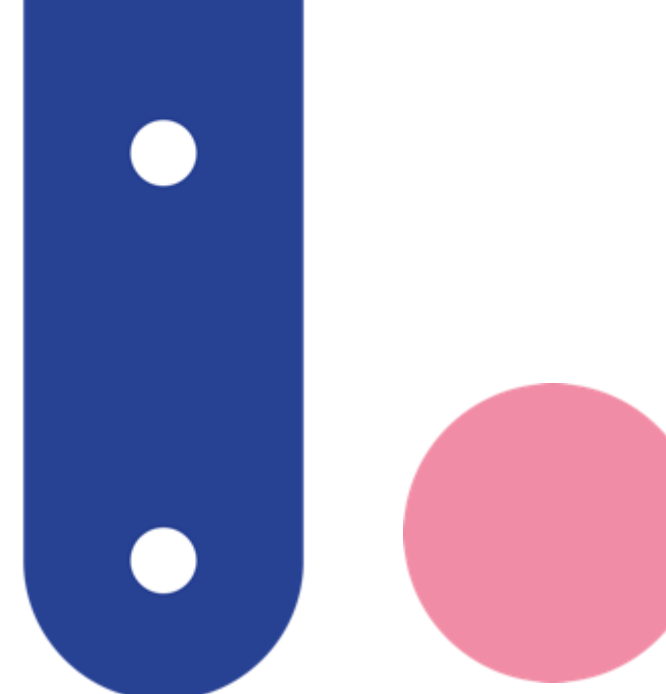
EXHIBITORS PACKAGES

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



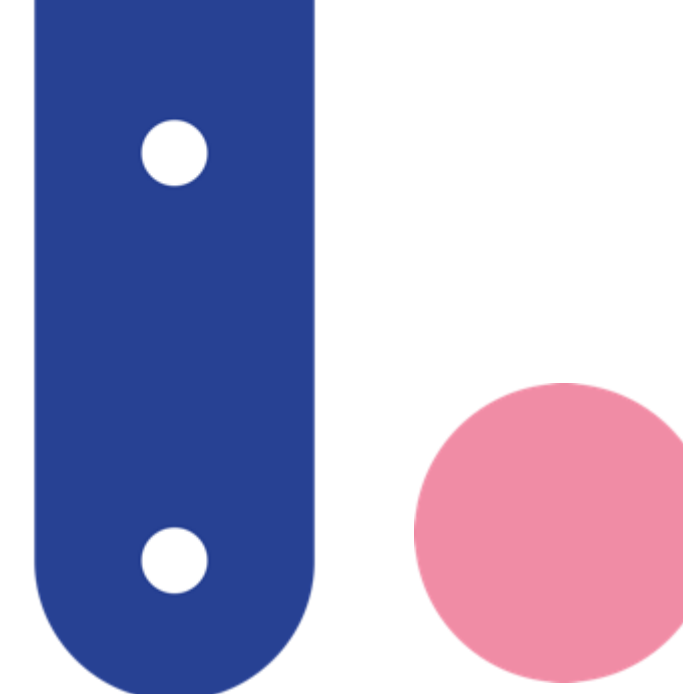
EXHIBITORS PACKAGES

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 L.100xh.30 cm
- 2 fascia board (front and side)
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



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 1.32xh 250cm

SCHELL SCHEME BOOTH WITH NO FURNITURE- 2 OPEN SIDES

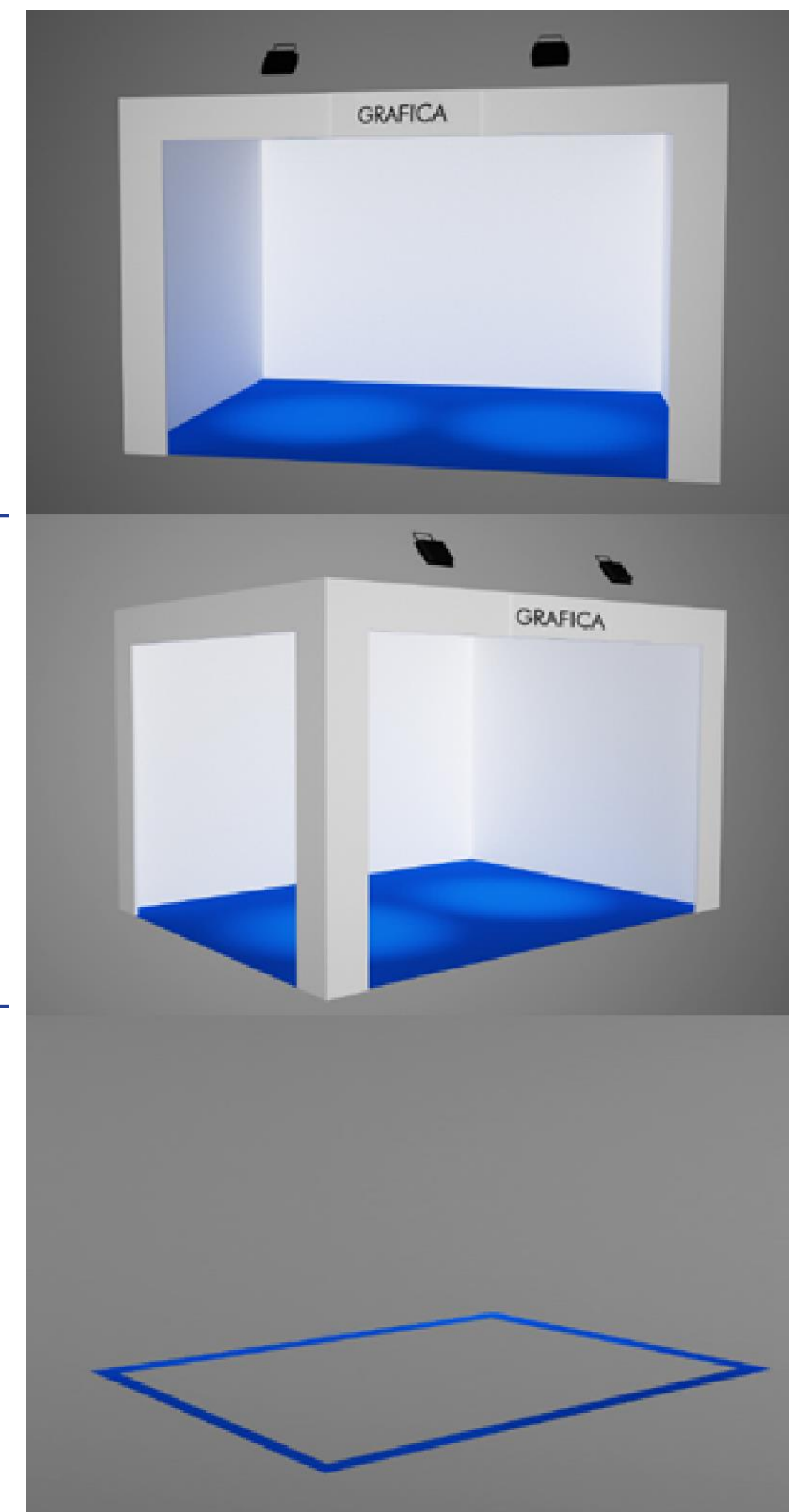
4x3x2.5 m

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 1.32xh 250cm

UNFURNISHED AREA

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



SPONSORSHIP PACKAGES WITH BOOTH

SILVER	GOLD	PLATINUM
<ul style="list-style-type: none"> Schell scheme booth with furniture or 24 sq m exhibition area Inserting your company logo on the official website with links to your website Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long 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 90/120sec storytelling video Basic, shooting during the event Organizing a one-hour workshop 	<ul style="list-style-type: none"> Schell scheme booth with furniture or 36 sq m exhibition area Inserting your company logo on the official website with links to your website Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long 3 dedicated social media posts (publishing dates to be agreed) Dedicated output on both offline and online publishing 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 90/120sec storytelling video Basic, shooting during the event Organizing a two-hour workshop Presentation of 1 highlight product in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed) 	<ul style="list-style-type: none"> Schell scheme booth with furniture or 60 sq m exhibition area Inserting your company logo on the official website with links to your website Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long 4 dedicated social media posts (publishing dates to be agreed) Dedicated output on both offline and online publishing 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 Storytelling video Plus: one 90/120sec video, one 15sec video for Instagram, one Story, shooting during the event Organizing a four-hour workshop Presentation of 2 highlight products in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed)
12,000€ + VAT	20,000€ + VAT	30,000€ + VAT

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 €



SPONSORSHIP PACKAGE WITH COMFORT AREA 4X3M

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 €



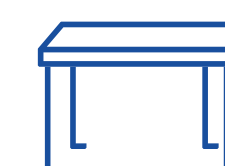
FURNITURE



1 circular banner



1 carpet



2 tables



6 lounge chairs

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

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!

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.

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

RESPONSABILITÀ DIVERSITÀ ACCOGLIENZA

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 filmmakers
- 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 filmmakers
- 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

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

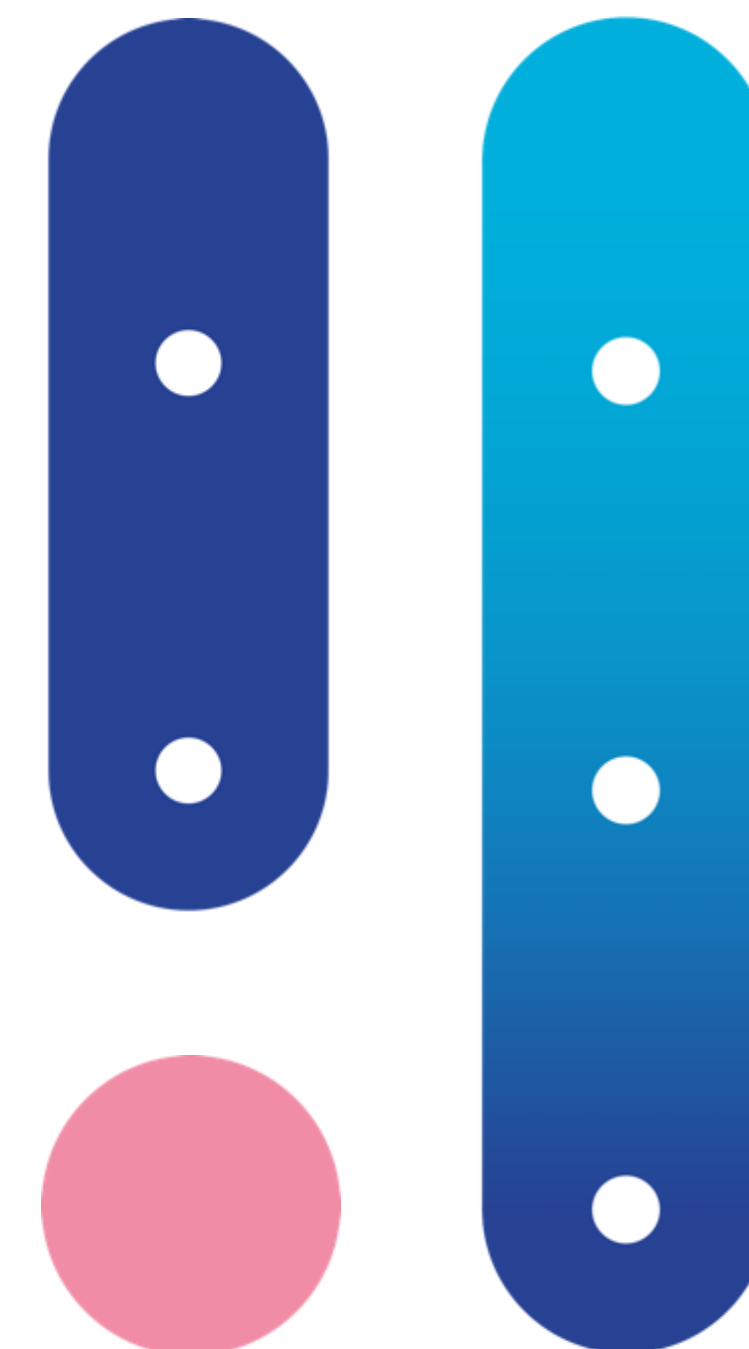
ADDITIONAL SERVICES

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
50-minute slots

Room for 60 people	€ 400.00/slot
Room for 20 people	€ 200.00/slot
Room for 10 people	€ 150.00/slot

Use of a dedicated room

1/2 day	60 people	€ 800.00	20 people	€ 400.00	10 people	€ 300.00
1 day	60 people	€ 1,500.00	20 people	€ 700.00	10 people	€ 500.00
2 days	60 people	€ 2,500.00	20 people	€ 1,050.00	10 people	€ 800.00
3 days	60 people	€ 3,000.00	20 people	€ 1,400.00	10 people	€ 1,000.00

INFO AND CONTACTS

ORGANIZING SECRETARIAT

ORGANIZING COMMITTEE COORDINATION

Anna Paola Concia (Collaboration)
+39 055 4972241
apconcia@gmail.com

PROJECT MANAGER

Simona Tosi
+39 055 4972241
+39 334 1417270
tosi.didacta@firenzefiera.it

SALES / EXHIBITORS

Debora Daddi (Collaboration)
Technology, Hardware, Software, Industry 4.0,
Automation, Robotics, Immersive Environments
Educational Tourism, Food Education, Haute
Cuisine, Training, Linguistic Training, Innovation,
Start Up, Movement Education, Sports in
School, Motor disabilities, Music and Artistic
Area
+39 055 4973019
+39 347 6597541
consulentedaddi.didacta@firenzefiera.it

Costanza 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 1417270
tosi.didacta@firenzefiera.it

Marika Cassese (Collaboration)
+39 055 4973303
didacta@firenzefiera.it

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

TECHNICAL OFFICE / SETTING UP

Maurizio Chicchi
+39 055 4972224
chicchi@firenzefiera.it

Monica Bini
+39 055 4972204
bini@firenzefiera.it

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

PRESS / COMMUNICATION FIRENZE FIERA

Fiamma Domestici
Press Office
+39 055 49722243
+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 Rosetti
+39 320 0121293
comunicazione@indire.it