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:
DIDACTA 2019
PHYSICAL EDITION

762
Events

25,000
Visitors

210
Exhibitors

5
Pavilions

31,000 sq m
Of exhibition area

+16,000
Certified training hours delivered

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO

DIDACTA 2020
ONLINE EDITION

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 10th to 12th March 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.
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 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
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 10th to 12th March 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 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
From 10th to 12th March 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

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
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**

<table>
<thead>
<tr>
<th>4x3x2.5 m</th>
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<tr>
<td>STANDARD FURNITURE:</td>
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<td>· 1 sign 100xh.30 cm</td>
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<tr>
<td></td>
</tr>
<tr>
<td>· 1 fascia board 336xh250 cm with 2 vertical elements 1.32xh 250cm</td>
</tr>
</tbody>
</table>

**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.

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**SCHELL SCHEME BOOTH WITH NO FURNITURE - 2 OPEN SIDES**

<table>
<thead>
<tr>
<th>4x3x2.5 m</th>
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</tr>
</tbody>
</table>

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From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
<table>
<thead>
<tr>
<th><strong>SILVER</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>PLATINUM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<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 60 sq m exhibition area</td>
</tr>
<tr>
<td>• Inserting your company logo on the official website with links to your website</td>
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</tr>
<tr>
<td>• Inserting a dedicated page in the EXHIBITOR SHOWCASE, available online all year long</td>
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</tr>
<tr>
<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>• Participation in the inaugural event and press conference of the event</td>
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</tr>
<tr>
<td>• Inserting your company press release in the press folder of the event</td>
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</tr>
<tr>
<td>• Inserting your company logo in the graphics of the exhibition area</td>
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</tr>
<tr>
<td>• Inserting your company logo in the official map of the event</td>
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</tr>
<tr>
<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>• 90/120sec storytelling video Basic, shooting during the event</td>
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<td>• Storytelling video Plus: one 90/120sec video, one 15sec video for Instagram, one Story, shooting during the event</td>
</tr>
<tr>
<td>• Organizing a one-hour workshop</td>
<td>• Organizing a two-hour workshop</td>
<td>• Organizing a four-hour workshop</td>
</tr>
<tr>
<td>• Presentation of 1 highlight product in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed)</td>
<td>• Presentation of 1 highlight product in the periodical newsletter targeted to the database of headmasters (publishing dates to be agreed)</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 10<sup>th</sup> to 12<sup>th</sup> March 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 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
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 €**

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO

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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

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FURNITURE

- 1 circular banner
- 1 carpet
- 2 tables
- 6 lounge chairs
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.

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
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

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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

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From 10th to 12th March 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

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO
## WORKSHOP AND SEMINAR ORGANIZATION

<table>
<thead>
<tr>
<th>Use of a room for events</th>
<th>Use of a dedicated room</th>
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<tr>
<td>Room for 60 people</td>
<td>½ day 60 people</td>
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<tr>
<td>€ 400.00/slot</td>
<td>€ 800.00</td>
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<tr>
<td>Room for 20 people</td>
<td>1 day 60 people</td>
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<tr>
<td>€ 200.00/slot</td>
<td>€ 1,500.00</td>
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<tr>
<td>Room for 10 people</td>
<td>2 days 60 people</td>
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<tr>
<td>€ 150.00/slot</td>
<td>€ 2,500.00</td>
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<td></td>
<td>3 days 60 people</td>
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<td>€ 3,000.00</td>
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</table>
INFO AND CONTACTS
ORGANIZING SECRETARIAT

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
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daddi.didacta@firenzefiera.it

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Chiara Rigoli (Collaboration)
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Barbara Del Bene
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+39 334 1447243
delbene@firenzefiera.it

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+39 3382502237
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Luca Rosetti
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comunicazione@indire.it

From 10th to 12th March 2022 | FLORENCE, FORTEZZA DA BASSO