



didacta italia



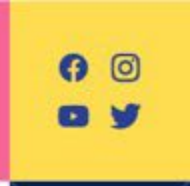
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8-10 MARCH 2023
FLORENCE,
FORTEZZA DA BASSO



Firenze Fiera
Congress and Exhibition Center



THE MOST IMPORTANT EVENT ON SCHOOL TRAINING AND INNOVATION

Didacta Italy is the Italian edition of Didacta International, an event that has been held in Germany for over 60 years. Since 2017, Didacta Italy has turned Florence into the European capital of future school, offering:

- **A place to meet and talk about the present and future world of education;**
- **A meeting point for all the people involved in this sector – schools, companies, institutions, associations, teachers, school managers, and school operators;**
- **Exhibiting areas dedicated to companies and to the latest news of the school sector;**
- **Dedicated training rooms.**

The 6th edition of Didacta Italy is organised by:

ORGANIZZAZIONE



PARTNER SCIENTIFICO



PARTNER



ORGANISING COMMITTEE



DIDACTA 2022

230 EXHIBITORS

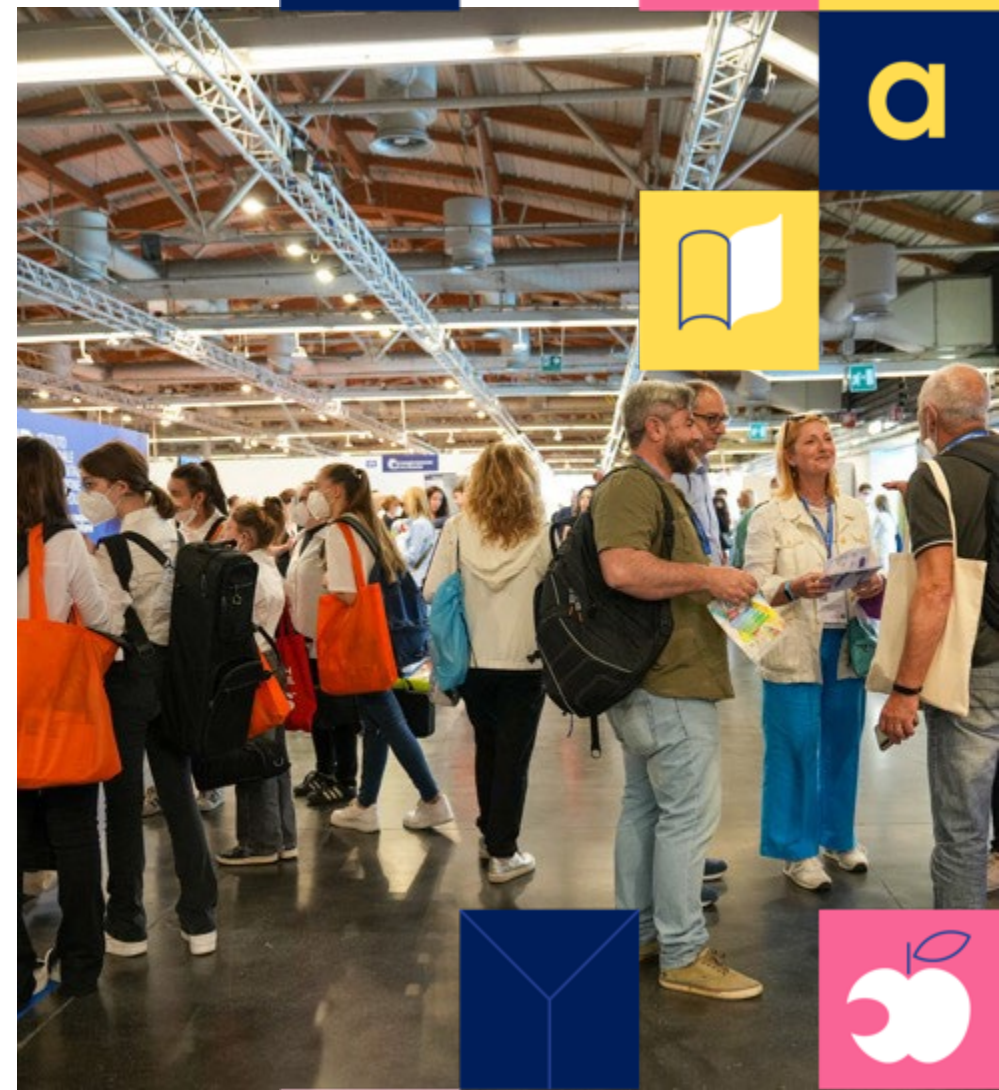
6 PAVILIONS

33,000 sqm EXHIBITING SURFACE

30 TRAINING ROOMS

+19,000 REGISTERED VISITORS

893 EVENTS





WHO IS IT FOR?

Didacta Italy is aimed at all levels of education and training: nursery schools, kindergarten, primary schools, first and second level secondary schools, professional institutes, higher technical institutes, scientific and vocational training institutions, in addition to companies and professionals

Didacta Italy is an event designed for school professionals, to support the school of future and the innovative training of teachers.

Facts & Figures of the Italian School System

(Source: Studies & Statistics Office of MIUR)

70,000 schools

13,500 private schools

920,000 teachers





THE LOCATION

The Fair is hosted inside the **Fortezza da Basso**, a masterpiece of the Renaissance architecture built between 1534 and 1537 by order of Alessandro de' Medici – one of the most iconic monuments in Tuscany.

Located in the heart of Florence, and **just a five-minute walk from the main railway station**, it is well served by public transport – buses and tramway – and in a perfect logistic position, with a wide range of parking and accommodation possibilities.



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**BECOME THE
PROTAGONIST OF
SCHOOL CHANGE
AND INNOVATION.**



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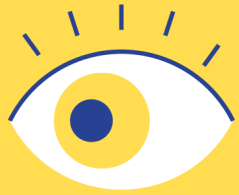
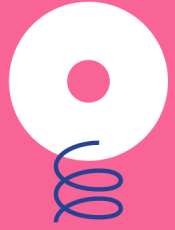
WHY PARTICIPATE?

Didacta Italy is:

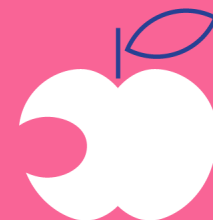
- **a business opportunity for companies**
manufacturing and distributing products and services for the school world;
- **a showcase for Bodies and Institutions (Ministries, Regions, Municipalities, etc.)**
interested in promoting their activities;
- **an opportunity to contribute to the training** of the over 19,000 teachers, school managers and training professionals who participate in the Fair every year, with events dedicated to them included in the Fair programme.



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VISIBILITY, NETWORK DIDACTA ITALY



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WEBSITE

+226,000 users*

+854,400 page views*

(*data from the last 12 months)

SOCIALS

+47,140 followers

*Facebook, Instagram, Twitter,
Linkedin, Youtube*

1 FB Group **+1,270** followers

BLOG

+197,700 total clicks*

2.69 MLN total impressions*

(*data from the last 12 months)

E-MAIL MARKETING

Targeted communication for the
Didacta Community, made up of
over **20,700** subscribers, including
companies, teachers, and school
managers



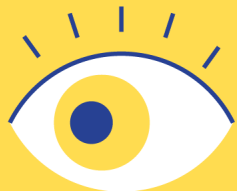
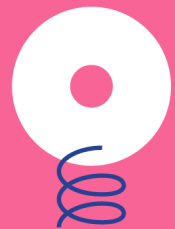


PRODUCT AREAS & SECTORS

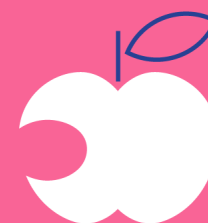
- **FOOD – HAUTE CUISINE FOOD EDUCATION – HOSPITALITY**
- **SCHOOL ARCHITECTURE**
- **SCHOOL FURNITURE**
- **STATIONERY & SCHOOL ITEMS**
- **MUSEUM EDUCATION – SCHOOL TOURISM – STUDY TRIPS**
- **INDUSTRY PRESS & PUBLISHING**
- **GREEN & ENVIRONMENTAL EDUCATION**
- **PHYSICAL EDUCATION – SPORTS IN SCHOOL MOTOR DISABILITIES**
- **TRAINING**
- **LANGUAGE TRAINING**
- **SPECIFIC LEARNING DISORDERS (SLD)**
- **EDUCATIONAL GAMES**
- **INNOVATION & START-UPS**
- **HIGHER TECHNICAL INSTITUTES & PROFESSIONAL TRAINING**
- **MUSIC - ARTS - THEATRE**
- **HARDWARE & SOFTWARE TECHNOLOGIES**
- **INDUSTRY 4.0 ROBOTIC AUTOMATION**
- **IMMERSIVE ENVIRONMENTS**



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**PARTICIPATE IN
DIDACTA 2023!**



MARCH 8-10, 2023 FORTEZZA DA BASSO, FLORENCE

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RATES - 2023

Furnished shell scheme booth (12sq m or multiple sizes)

€/sqm 185.00 + VAT

Unfurnished shell scheme booth

€/sq m 165.00 + VAT

Bare area (minimum 36sqm)

€/sq m 160,00 +IVA

**Extra fee for 2 open sides
+ 10% - registration fee not included**

REGISTRATION FEE for each exhibitor

€ 250.00 + VAT, including insurance services.

ENERGY CONSUMPTION FLAT-RATE

The requested flat-rate for energy consumption adjustment is divided as follows:

Booths up to 48sq m: € 80.00

Booths between 48 and 100sq m: € 230.00

Booths over 100sq m: € 350.00

Upon registration, the advance to be paid is equal to **35% of the total amount**, plus VAT.

To participate in Didacta 2023, please register and send your application form here:

<https://areariservata.firenzefiera.it/lead/9>



FURNISHED SHELL SCHEME BOOTH WITH 1 OPEN SIDE 4x3x2.5mt

BASIC EQUIPMENT

1 banner 100xh30cm

2 spotlights

1 multiple power socket
(universal sockets 1.5KW)

carpet

1 table 120x80cm h. 72cm

4 transparent chairs

1 desk reception 98cm

2 stools

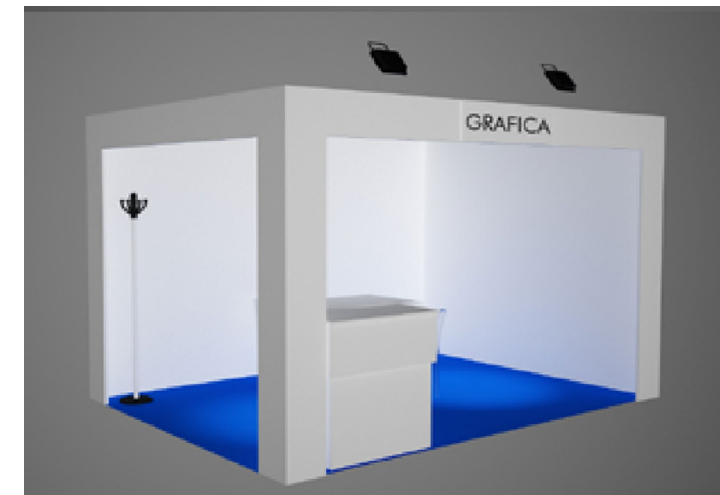
1 wastebasket

1 coat hanger



FURNISHED SHELL SCHEME BOOTH WITH 2 OPEN SIDES 4x3x2.5mt

The furnished shell scheme booth with 2 open sides includes an extra cost of 10% per sq m and 2 banners



UNFURNISHED SHELL SCHEME BOOTH WITH 1 OPEN SIDE

BASIC EQUIPMENT

2 spotlights

1 multiple power socket (universal sockets 1.5KW)

1 banner 100xh30cm

carpet

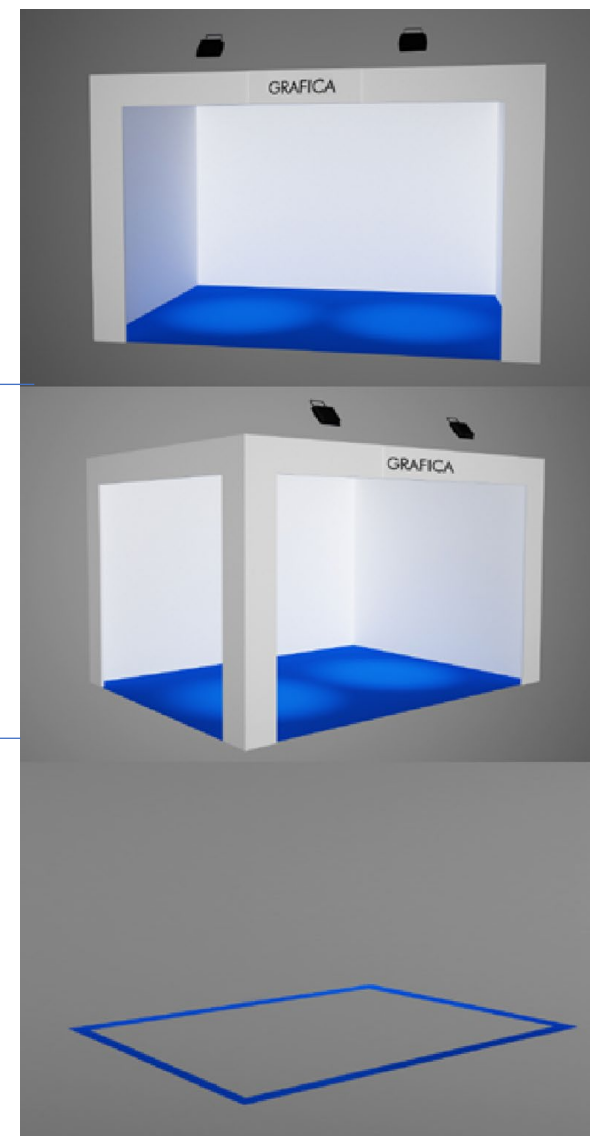
UNFURNISHED SHELL SCHEME BOOTH WITH 2 OPEN SIDES

The unfurnished shell scheme booth with 2 open sides includes an **extra cost of 10% per sq m and 2 banners**

BARE AREA

A bare area does not include any type of equipment, except for 3kW electricity supply.

The furnishing of the booth is the responsibility of the exhibitor.



BECOME A SPONSOR AT DIDACTA ITALY 2023

Embrace all the opportunities offered by DIDACTA2023

Become a sponsor and bring your Company to the reference fair for school training and innovation, presenting it to a highly profiled audience and to the most important players and stakeholders of this sector.

Sponsors 2022



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BOOTH PROPOSALS FOR SPONSORS



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SILVER

12,000€ + VAT

- 24 sq m shell scheme booth, or 36sq m bare area
- Registration fee including insurance services
- Presence of your logo on the homepage of the website and in the programme of institutions and companies, featuring a link to your company website
- Presence in the EXHIBITOR'S SHOWCASE section of the website, with a dedicated page available online all year round
- 1 advertorial post on TW and IN (publication date to be agreed)
- 1 dedicated piece of news in the periodic NL sent to the subscribers' database (20,700 contacts)
- Participation in the opening event and in the press conference for the Fair launch
- Inclusion of a corporate press release in the Fair press kit
- Inclusion of your logo in the graphics of the exhibiting area
- Inclusion of your logo in the official map of the Fair
- The Interview: a reserved space within the EXHIBITORS section on the official website of the Fair, shared on social media channels
- 1-MINUTE video interview showing details and activities at the booth





GOLD **20,000€ + VAT**

- 36sq m shell scheme booth, or 48sq m bare area
- Registration fee including insurance services
- Presence of your logo on the homepage of the website and in the programme of institutions and companies, featuring a link to your company website
- Presence in the EXHIBITOR'S SHOWCASE section of the website, with a dedicated page available online all year round
- 2 advertorial posts on TW and IN (publication date to be agreed)
- Dedicated launch, off/online publishing
- Participation in the opening event and in the press conference for the Fair launch
- Inclusion of a corporate press release in the Fair press kit
- Inclusion of your logo on the ticketing platform of the Fair
- Inclusion of your logo in the official map of the Fair
- The Interview: a reserved space within the EXHIBITORS section on the official website of the Fair, shared on social media channels
- 1-MINUTE video interview showing details and activities at the booth
- Organisation of workshops for a total of 2 hours
- 1 dedicated newsletter sent to the subscribers' database (over 20,700 contacts) – submission dates to be agreed





PLATINUM

30,000€ + VAT

- 48sq m shell scheme booth, or 60sq m bare area
- Registration fee including insurance services
- Presence of your logo on the homepage of the website, featuring a link to your company website
- Presence of your logo in the Fair ticket
- Presence in the EXHIBITOR'S SHOWCASE section of the website, with a dedicated page available online all year round
- 1 customised post FB & IG channels + 5-day sponsorship during the Fair * (launch dates to be agreed)
- 1 video-clip interview in the IG/FB feeds + 5-day sponsorship during the Fair * (publication date to be agreed)
- Dedicated launch, off/online publishing
- Participation in the opening event and in the press conference for the Fair launch
- Inclusion of a corporate press release in the Fair press kit
- Inclusion of your logo in the graphics of the exhibiting area
- Inclusion of your logo in the official map of the Fair
- The Interview: a reserved space within the EXHIBITORS section on the official website of the Fair, shared on social media channels
- Video Storytelling Plus: 1 90-120 sec. video, 1 15-sec. video for Instagram, 1 story, to shoot during the Fair
- Organisation of workshops for a total of 4 hours
- Presentation of 2 'highlight' products in the periodic newsletter sent to a profiled database of school managers (submission dates to be agreed)

* For further information and details, please contact the Communication Department





SUPPORTER

STARTING FROM 5,000€

- **Registration fee including insurance services**
- **Presence in the EXHIBITOR'S SHOWCASE section of the website, with a dedicated page available online all year round**
- **Presence of your logo on the homepage of Didacta's website, featuring a link to your Company website**
- **2 advertorial posts on TW and IN (publication dates to be agreed)**
- **1 dedicated piece of news in the periodic newsletter sent to the subscribers' database (20,700 contacts)**
- **Inclusion of your logo in the official press release of the Fair**
- **Inclusion of a corporate press release in the Fair press kit**
- **The Interview: a reserved space within the EXHIBITORS section on the official website of the Fair, shared on social media channels**
- **Organisation of workshops for a total of 2 hours**

Please, note: Additions may be made on quotation





WORKSHOP ORGANISATION

ORGANISATION / WORKSHOPS & SEMINARS (reserved for exhibitors)

Using a room to organise a 50-minute slot event.

Room up to 150 pax	€ 600.00/slot
Room up to 60 pax	€ 400.00/slot
Room up to 40 pax	€ 200.00/slot



MARKETING SERVICES

Upon registration for **Didacta Italy**, all exhibitors automatically obtain:

- **their presence on the website catalogue** before, during, and after the fair;
- **a Press&Digital kit** with free promotional material - banners, signatures, along with mails and graphics for social networks.

At a special price, you can also expand this standard package, by adding **other services to increase visibility** and to promote your activity and your presence at the Fair.





MARKETING SERVICES

Presence within the SHOWCASE section of the exhibitor's website with a dedicated page available online all year round : description of your Company featuring 1 video and photo gallery (max. 8/10 photographs); inclusion of 3 'highlight' products	€ 300.00
Inclusion of 1 extra video on the SHOWCASE page	€ 50.00
Inclusion of 3 extra 'highlight' products in the SHOWCASE section	€ 100.00
Advertorial article in the Exhibitor's Magazine (featuring a link to the SHOWCASE page, if activated)	€ 200.00
Presentation of one of the 'highlight' products of the showcase in the periodic newsletter sent to a profiled database of school managers	€ 200.00
Presence of your logo, featuring a short text and a direct link to the exhibitor's website in the periodic newsletter	€ 250.00
Advertorial post on the Linkedin and Twitter profiles of the Fair (Max 2 per Company)	€ 300.00

All contents are produced by the Exhibitor with the approval of Firenze Fiera.





COMMUNICATION SERVICES

Radio ad + interview/editorial broadcast on a regional-coverage radio, one of the radios with the largest audiences in Tuscany

20" ad with 8 plays per day (Mon-Fri, time slot: 7:00-20:00) from 6/03/23 to 10/03/23 + interview/ editorial (including the creation of the ad)	€ 520.00
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20" ad with 8 plays per day (Mon-Fri, time slot: 7:00-20:00) from 6/03/23 to 10/03/23 + interview/ editorial (including the creation of the ad)	€ 780.00
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PROMOTIONAL VIDEO PACKAGES- BASIC

A video service to illustrate your activities at the Fair – visitors attending your booth, workshops, events, products, and novelties.

VIDEO INTERVIEWS

- **1 MINUTE** with details and activities at the booth
Price: €350.00 € + VAT
Delivery: within one week after the event.
- **2 MINUTES** with details and activities at the booth
Price: €600.00 € + VAT
Delivery: within one week after the event.
- **2 MINUTES** with details and activities at the booth (3 hours of shooting + editing)
Price: 800.00 € + VAT
Delievery: by the end of the day.

Production:

- **Troupe with 1 filmmaker**
- **Editing in fullHD**

Output:

- **Delivery of the footage and of the various social media formats within one week after the event.**





PROMOTIONAL VIDEO PACKAGES · PREMIUM

A quality and original service offered by an agency specialised in corporate storytelling, interested in new technologies that can convey the promotion and storytelling needs of your Company.

MINI CORPORATE

Price: €1,600.00 € + VAT

Production:

- Troupe Storytelling with 2 filmmakers
- 3-hour production at the Fair
- Booth coverage images
- Editing & Colouring
- Music with rights of use

Output:

- A mini corporate video. Length: about 120 seconds
- A «social media» video. Length: 30 seconds

MINI CORPORATE & SOCIAL STORYTELLING AT THE FAIR

Price: 2,850.00 € + VAT

Production:

- Troupe Storytelling with 2 filmmakers
- 3-hour production at the Fair
- Booth coverage images
- Editing & Colouring
- Music with rights of use

Output:

- A mini corporate video. Length: about 120 seconds
- A «social media» video. Length: 30 seconds
- 4 vertical formats for stories
- 1 Instagram Reel format





PHOTO SHOOTS

Photo coverage at the booth
€ 100.00/hr*

1-day photo coverage, 1 photographer
€ 650.00*

Live video interviews on Facebook with professional cameras at the booth, or in the workshop room with mobile direction
€ 200.00/each

(1 operator directing + 1 operator with steady cam, max. length: 1 hour)

* All the photographs will be delivered in any format requested, during the week after the event. During the event, it will be possible to send a selection of photographs in real time via Whatsapp, in order to publish them on social networks during the event.





FAIR PROJECT MANAGEMENT

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Content Director
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Federica Toci
Speakers, Operational Coordination of the Programme

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