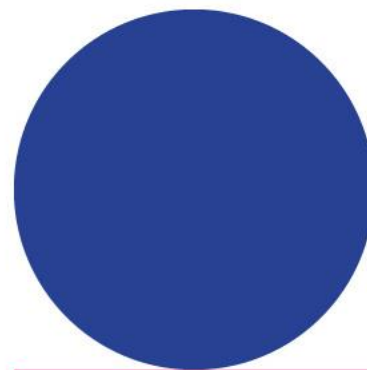




didacta italia

22-22 MARCH 2024
FLORENCE
FORTEZZA DA BASSO



a

20
24



 **Firenze fieras**
Congress and Exhibition Center



THE MOST IMPORTANT EVENT ON SCHOOL TRAINING AND INNOVATION

Didacta Italia is the Italian edition of Didacta International, an event that has been held in Germany for over 60 years. Since 2017, Didacta Italia 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 7th edition of Didacta Italia is organized by:

Organizzato da



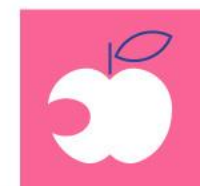
Partner Scientifico



Partner



ORGANISING COMMITTEE



DIDACTA - FIGURES

314 EXHIBITORS

8 PAVILIONS

40,000 sq m EXHIBITING SURFACE

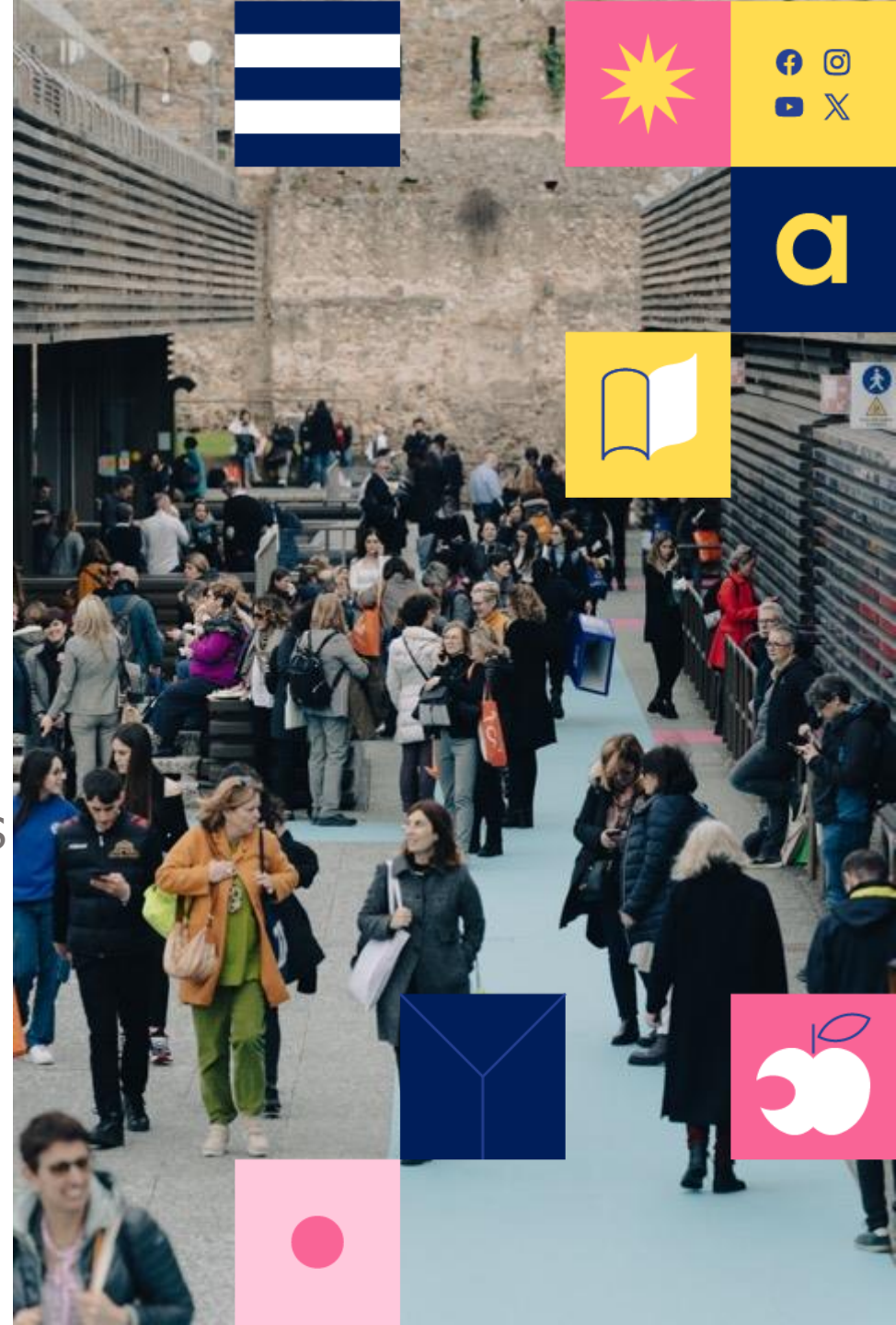
37 SCIENTIFIC PROGRAMME ROOMS

13 EVENT ROOMS FOR INSTITUTIONS AND COMPANIES

30,000 ACCESSES

1,405 EVENTS

*2023 Edition





DIDACTA – SICILIAN EDITION

Didacta – Sicilian Edition is a spin-off of **Didacta Italia**.

The **second edition** took place from **12th to 14th October 2023**, in Misterbianco, in the province of Catania, **in co-operation with the Region of Sicily**.

This second edition was welcomed with great enthusiasm by the thousands of visitors, including teachers, school managers, journalists, and professionals, who crowded the booths, actively participating in training events, such as seminars, workshops, conferences, and meetings.

#DIDACTASICILIA23



9.000
Visitors

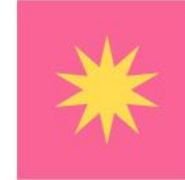


175
Companies



535
Training events





WHO IS IT FOR?

Didacta Italia 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, universities, scientific research and professional training institutes, in addition to companies and professionals.

Didacta Italia 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



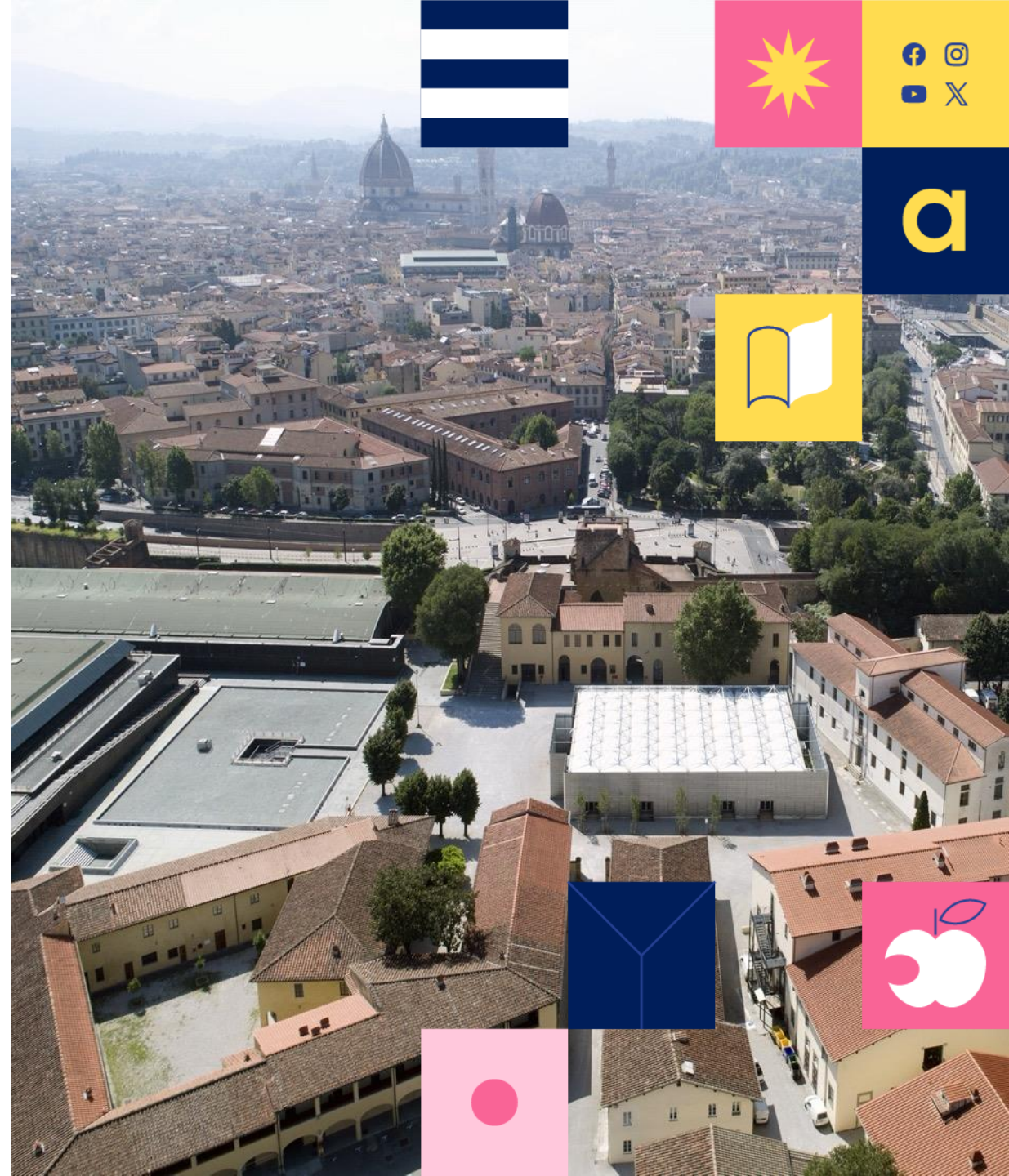
920,000
Teachers



FLORENCE & THE FORTEZZA DA BASSO

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.



didacta
italia

BECOME THE PROTAGONIST OF SCHOOL CHANGE AND INNOVATION.

20-22 MARCH 2024 FORTEZZA DA BASSO, FLORENCE

7

A GREAT OPPORTUNITY FOR COMPANIES AND INSTITUTIONS

Every year, **Didacta Italia** hosts **over 300 companies and Institutions** – big corporate groups, independent companies, Ministers, Regions, and Municipalities – within an exhibiting space covering eight pavilions. Companies can participate with various types of booths, customising their presence at the fair with an ad hoc project.

AN OPPORTUNITY TO CONTRIBUTE TO THE EDUCATION AND TRAINING

of thousands of teachers, school managers, and training professionals who, every year, participate in this Fair, with events dedicated to them within the general programme;

AN OPPORTUNITY TO PRESENT AND SELL YOUR PRODUCTS

Find out more about set-up projects and about participation costs and procedures.



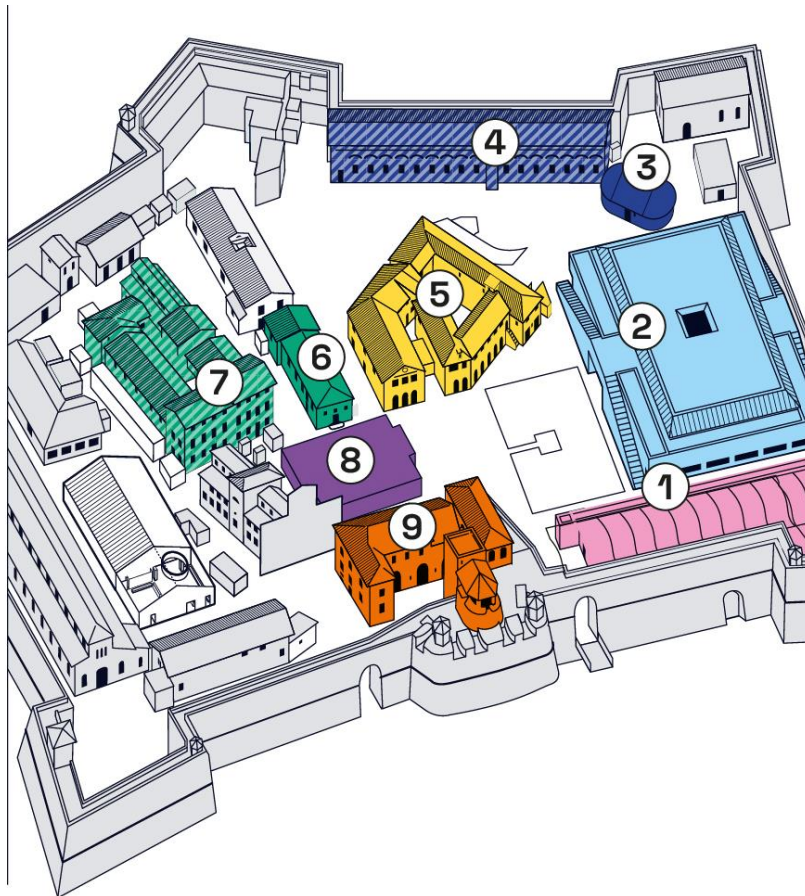
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italia

PARTECIPATE IN DIDACTA 2024

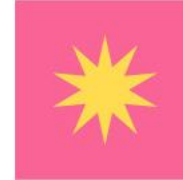
20-22 MARCH 2024 FORTEZZA DA BASSO, FLORENCE 9

AREAS AND PRODUCT SECTORS OF THE FAIR

- 1** PADIGLIONE CAVANIGLIA
- 2** PADIGLIONE SPADOLINI
- 3** POLVERIERA
- 4** PADIGLIONE NAZIONI
- 5** PALAZZINA LORENESE
- 6** TEATRINO LORENESE
- 7** ARSENALE
- 8** GHIAIE
- 9** QUARTIERE MONUMENTALE



- FOOD – FOOD EDUCATION –
HAUTE CUISINE - 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
TECHNOLOGY - INDUSTRY 4.0 –
ROBOTIC AUTOMATION –
IMMERSIVE ENVIRONMENTS
- UNIVERSITY





FURNISHED SHELL SCHEME BOOTH

12sq m and multiple sizes - Size: 4x3xh2.5mt.

BASIC EQUIPMENT

1 banner 100xh30cm
for each open side

2 spotlights

1 multiple power socket
(universal sockets 1.5KW)

carpet

1 table 120x80cm h. 72cm

4 transparent chairs

1 reception desk

2 stools

1 wastebasket

1 coat hanger



1 open side



2 open sides

The shell scheme booth with 2 open sides includes an extra cost of 10%

UNFURNISHED SHELL SCHEME BOOTH with fascia board

12sq m and multiple sizes - Size: 4x3xh2.5mt.

BASIC EQUIPMENT

1 banner 100xh30cm
for each open side

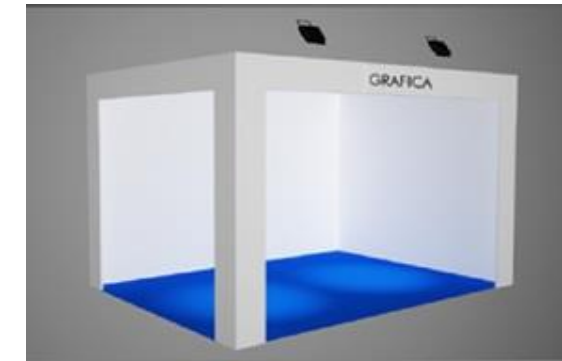
2 spotlights

1 multiple power
socket (universal
sockets 1.5KW)

carpet

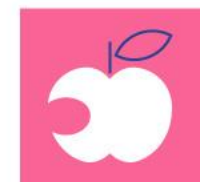


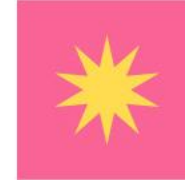
1 open side



2 open sides

The shell scheme booth with 2 open sides includes an extra cost of 10%





UNFURNISHED SHELL SCHEME BOOTH – WITHOUT FASCIA BOARD

12sq m and multiple sizes - Size: m 4x3x h 2,5

BASIC EQUIPMENT

1 banner cm 100x30h applied to wall
(2 banners on the 2 open sides)

1 multiple power socket (universal sockets 1.5KW)

Carpet

2 spotlights



1 open side

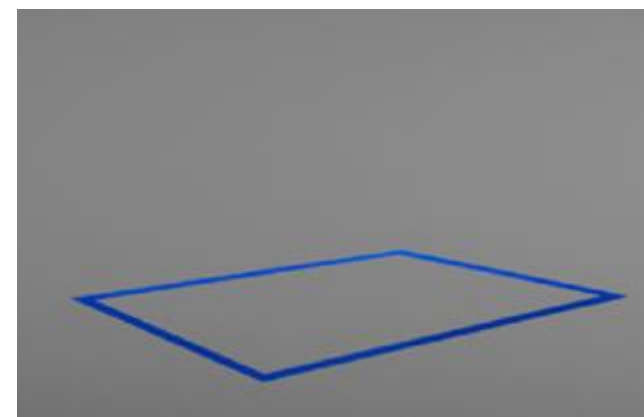


2 open sides

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.





RATES 2024

EXHIBITORS PROPOSALS (Early Bird dedicated to exhibitors of the latest editions)

Furnished shell scheme booth	€/sq m 200.00
12sq m or multiple sizes	Early Bird €/sq m 185.00

Unfurnished shell scheme booth with or without fascia board	€/sq m 185.00
12sq m or multiple sizes	Early Bird €/sq m 170.00

Bare area	€/sq m 170.00
Minimo 36mq	Early Bird €/sq m 155.00

Extra fee for 2 open sides	+10%
Registration fee not included	

Registration fee	€ 250.00
Including insurance services	

COMPULSORY SERVICES

Energy consumption flat-rate	€80.00
The requested flat-rate for energy consumption adjustment is divided as follows:	Booths up to 48sq m

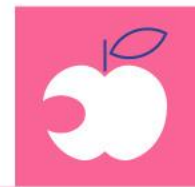
€230.00
Booths between 48 and 100sq m

€350.00
Booths over 100sq m

Booth cleaning	€/sq m 1.50
Cleaning on the first day shall be borne by the Organisers	per day for 2 days

ARE YOU ALREADY AN EXHIBITOR AT DIDACTA ITALIA? <https://areariservata.firenzefiera.it/login>

WOULD YOU LIKE TO APPLY FOR THE FIRST TIME? <https://areariservata.firenzefiera.it/lead/13>



BECOME A SPONSOR AT DIDACTA ITALIA 2024

Embrace all the opportunities offered by DIDACTA2024

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.





SILVER

12,000€ + VAT

- 24sq m shell scheme booth or 36sq m bare area
- Registration fee including insurance services and energy consumption flat-rate
- Presence of your logo:
 - on the homepage of the website, with a link to your company website
 - in the graphics of the exhibiting area
 - on the official map of the Fair
- Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online all year round
- 1 advertorial post on IN and 1 story on IG saved in a highlighted folder*
- 1 piece of news in the periodic NL sent to the subscribers' database*
- Participation in the opening event
- Inclusion of a corporate press release in the Fair press kit
- Article in the exhibitor's magazine on the news of participation in the fair

*submission date to be agreed

COMPULSORY SERVICES NOT INCLUDED IN THE PACKAGE:

- Energy consumption flat-rate (For fares, please see page 11).
- Booth cleaning





GOLD

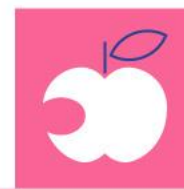
20,000€ + VAT

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> ○ 36sq m shell scheme booth or 48sq m bare area ○ Registration fee including insurance services and energy consumption flat-rate ○ Presence of your logo: <ul style="list-style-type: none"> - on the homepage of the website, with a link to your company website - in the graphics of the exhibiting area - on the official map of the Fair - on the ticketing platform of the Fair | <ul style="list-style-type: none"> ○ Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online all year round ○ 2 advertorial posts on TW and IN (1 pre-Fair and 1 post-Fair) or, alternatively, 1 advertorial post on IN and 1 story on IG* ○ 2 dedicated pieces of news in the NL sent to the subscribers' database* ○ Dedicated launch on trade magazine | <ul style="list-style-type: none"> ○ Participation in the opening event ○ Inclusion of a corporate press release in the Fair press kit ○ Article in the exhibitor's magazine on the news of participation in the fair ○ Organisation of workshops for a total of 2 hours |
|--|--|--|

*submission date to be agreed

COMPULSORY SERVICES NOT INCLUDED IN THE PACKAGE:

- Energy consumption flat-rate
 - Booth cleaning
- (For fares, please see page 11).*





PLATINUM

30,000€ + VAT

- 48sq m shell scheme booth or 60sq m bare area
- Registration fee including insurance services and energy consumption flat-rate
- Presence of your logo:
 - on the homepage of the website, with a link to your company website
 - in the graphics of the exhibiting area
 - on the ticketing platform of the Fair
 - on the official map of the Fair
 - on the Fair ticket
- Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online all year round
- 1 customised post on FB & IF channels + sponsorship for 5 days during the Fair *
- 1 minute video-interview featuring details and moments of activity at the booth
- 2 dedicated pieces of news in the NL sent to the subscribers' database*
- Dedicated launch on trade magazine
- Participation in the opening event
- Inclusion of a corporate press release in the Fair press kit
- Article in the exhibitor's magazine on the news of participation in the fair
- Organisation of workshops for a total of 4 hours

*submission date to be agreed

COMPULSORY SERVICES NOT INCLUDED IN THE PACKAGE:

- Energy consumption flat-rate (For fares, please see page 11).
- Booth cleaning





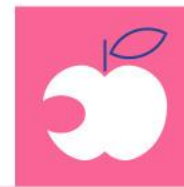
SUPPORTER (NO BOOTH)

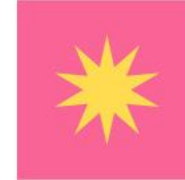
Starting from **5,000€**

- Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online all year round
- Presence of your logo:
 - on the homepage of Didacta's site featuring a link to your Company website
 - on the official press release of the Fair
- 2 customised stories on IG channel (launch date: before the event)
- Inclusion of a corporate press release in the Fair press kit
- Article in the exhibitor's magazine on the news of participation in the fair
- 1 piece of news in the periodic NL sent to the subscribers' database*

*submission date to be agreed

Please, note: Additions may be made on quotation.





HOW TO CUSTOMISE YOUR BOOTH AND INCREASE VISIBILITY AT THE FAIR

You can customise your booth and promote your presence by accessing the reserved area and optioning the various additional services.

Please, find some examples below:

FURNISHINGS, CUSTOMISED GRAPHICS, PARKING, VARIOUS SERVICES

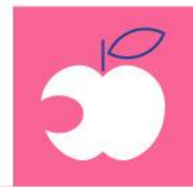
Access the **Reserved Area**
[Services > Furnishings & Services](#)

WORKSHOPS, COMMUNICATION, PHOTOS

Access the **Reserved Area**
[Services > Events & Marketing Services](#)

LAN, DEDICATED WI-FI, MONITORS

Access the **Reserved Area**
[Services > Audiovisuals & Internet](#)



EVENTS PROGRAMME

The wide and qualified programme of conferences, seminars, and events is the flagship of Didacta Italia, and allows to explore the main themes of the school world and of training for Italian teachers and school managers – environmental education, sports, technology, metaverse, school architecture, and furnishings.

A scientific committee co-ordinated by INDIRE ensures the greatest quality.

Become a protagonist of this event - book your slot, and be a part of Didacta!





WORKSHOP ORGANISATION

Reserved for exhibitors

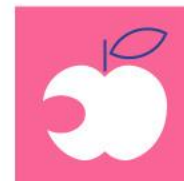
You can rent different sized rooms to organise your own event at the Fair (every slot has a duration of 50 minutes).

ROOM UP TO **150 PAX** **€600**/slot 50'

ROOM UP TO **60 PAX** **€400**/slot 50'

ROOM UP TO **40 PAX** **€200**/slot 50'

All rooms are equipped with audiovisuals (computers, video projector or monitor, microphone, sound system).



VISIBILITY & NETWORK AT DIDACTA ITALIA

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



PROMOTE YOURSELF AND LET THE DIDACTA AUDIENCE GET TO KNOW YOU!

Discover and buy our packages and services

Reach a global audience of educators in the school world thanks to our Newsletters and to social channels, in addition to other digital opportunities designed for you.

Benefit from the digital **SHOWCASE**, a commercial tool tailored for you.

Direct contacts with clients, a **database of 20,700 subscribers**, over **55,700 social contacts**, web marketing campaigns, and customised solutions.

Didacta's SHOWCASE is reserved to all the exhibitors of the 2024 edition.





DIGITAL PACKAGES

Would you like to have visibility on DIDACTA's social channels before, during, and after the Fair?
Choose one of these digital packages, for efficient communication that will help you achieve your objectives.

<p>PREMIUM</p> <p>1 piece of news on the periodic newsletter</p> <p>1 tab in the digital SHOWCASE of exhibitors</p> <p>1 video-clip interview on Instagram/Facebook feeds after the Fair</p> <p>2 Theme carousels featuring highlights (max 5) in Instagram/Facebook feeds + reminders as stories before the Fair</p> <p>Stories at the booth curated by the digital staff of Didacta.</p> <p>*Video delivery: The video-clip will be produced during the days of the Fair by Didacta's video agency. The video will be posted on the Instagram/Facebook feeds.</p> <p>€980+ VAT</p>	<p>SMART</p> <p>1 piece of news on the periodic newsletter of the Fair</p> <p>1 video-clip interview on Instagram/Facebook feeds after the Fair*</p> <p>1 Theme carousel featuring highlights (max 5) in Instagram/Facebook feeds + reminders as stories before the Fair</p> <p>Live stories on one leading event</p> <p>*Video delivery: The video-clip will be produced during the days of the Fair by Didacta's video agency. The video will be posted on</p> <p>€790+ VAT</p>	<p>BASIC</p> <p>1 Organic post on LinkedIn or Twitter *</p> <p>1 Matching story on Instagram</p> <p>* according to the type of exhibitor – corporate or institutional - and with the opportunity to:</p> <p>-promote the booth by mentioning the pavilion, the number, and the description of the activity</p> <p>-alternatively, promoting 1 leading event</p> <p>€300+ VAT</p>
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Would you like to choose the most appropriate tools to promote yourself?

Here they are in detail:

Presence in the SHOWCASE section of the exhibitor's website with a dedicated page available online all year round: description of the company with 1 video and photo gallery (max. 8/10 photos); inclusion of 3 leading products	€300
Advertorial article in the Exhibitor's Magazine* with link to SHOWCASE page if activated	€200
Redirection to article in the Exhibitor's Magazine in the periodic newsletter (this service can ONLY be purchased in combination with the article in the exhibitor's magazine)	€100
1 piece of news in the periodic newsletter with logo, short text and direct link to the Exhibitor's website	€250
1 Organic post on LinkedIn or Twitter and 1 customised Story on Instagram (except during the days of the Fair)	€400
1 Theme carousel featuring the highlights (max 5) in Instagram/Facebook feeds + reminder stories (pre-fair)	€200
Stories at the booth curated by Didacta's staff, with content editing and production	€230
Live stories on a leading event to be filmed at the Fair	€ 100

* Contents edited by the exhibitor





PROMOTIONAL VIDEO PACKAGES

A video service designed to show your moments at the Fair – visitors at your booth, workshops and events, products and novelties.

VIDEO EVENTS AT YOUR BOOTH

1'

Full video of the event with fixed camera on the speaker + moving camera on audience and details with editing and footage delivery

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€400 + VAT

2'

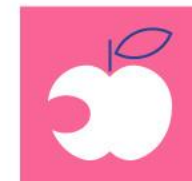
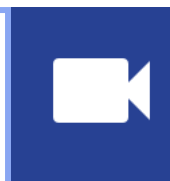
Video recap of the event at the exhibitor's booth (to be published also on the Didacta channels after the Fair) of about 90 seconds, 9/16

2 videomakers – 2 hours of shooting – booth and product coverage - editing with the addition of images of the event in general

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€1,200 + VAT





PROMOTIONAL VIDEO PACKAGES

A video service designed to show your moments at the Fair – visitors at your booth, workshops and events, products and novelties.

VIDEO INTERVIEWS

1'

1-minute video with details and activities at the booth

Production:

- Troupe with 1 filmmaker
- Editing in fullHD

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€350 + VAT

2'

2-minute video with details and activities at the booth

Production:

- Troupe with 1 filmmaker
- Editing in fullHD

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€650+ VAT





PROMOTIONAL VIDEO PACKAGES

VIDEO REELS

1 STORYTELLING REEL

Production:

- 2 videomakers
- 1-hour shooting
- Interview management
- Booth and product coverage

Output:

- 1 storytelling reel of about 30/45 seconds 9/16

€650 + VAT

3 STORYTELLING REELS

Production:

- Pre-briefing call with client to choose themes
- 2 videomakers
- 2-hour shooting
- Booth and product coverage

Output:

- 3 storytelling reels of about 30/45 seconds each 9/16

€1,200 + VAT

Delivery:

FullHD editing delivered within one week after the end of the event

Delivering videos during the Fair, with editing of the footage within the end of the same day + 390,00 Euros

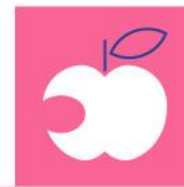




PHOTO SHOOTS



Photo coverage at the booth

€100.00/hr*



1 day photo coverage, 1 photographer

€650,00*

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

Other types of service – on quotation





FAIR PROJECT MANAGEMENT

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