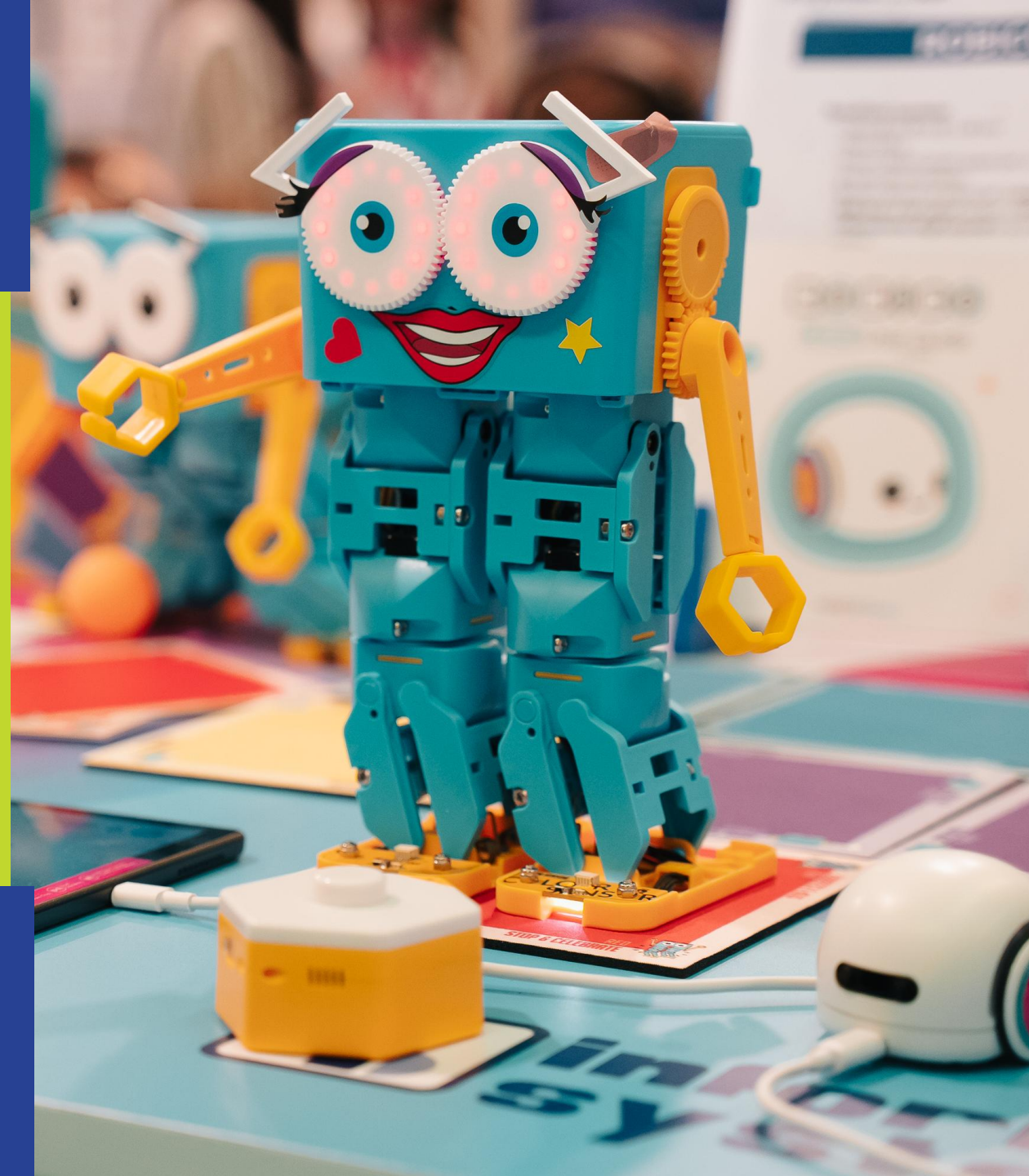


didacta italia

TRENTINO
EDITION

22-24 October 2025 • Riva del Garda

Marketing services



A photograph of a crowd of people at a conference or event. Many individuals are wearing large, over-ear headphones with a circular logo that says 'boxio'. The scene is dimly lit with a blueish tint, suggesting an evening or indoor event with stage lighting. The people are looking in various directions, some towards the camera and others away. The overall atmosphere is one of a busy, engaged audience.

The most important event on
training and innovation in the
world of education.

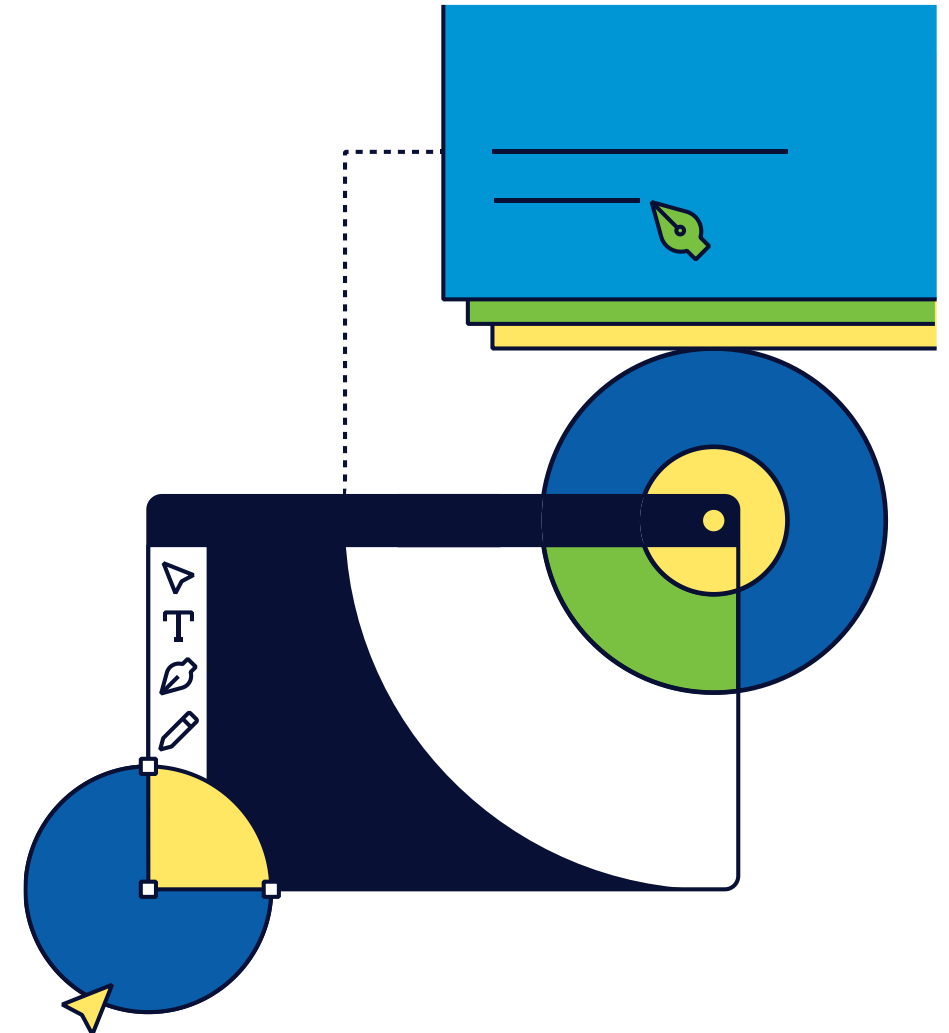
PROMOTE YOURSELF AND GET KNOWN BY THE AUDIENCE OF DIDACTA ITALIA

Discover and purchase our packages and services

By registering for Didacta Italia, you automatically gain visibility through the fair's digital channels, as well as access to free promotional materials: banners, email signature and social media graphics, all included in a dedicated Press & Digital Kit.

Reach a global audience of educators in the school sector through our newsletters and social media channels, with other digital opportunities designed for you.

Direct contact with over 57,000 subscribers in our database and more than 76,570 members of the Didacta Italia social media community.



VISIBILITY AND NETWORK WITH DIDACTA ITALIA



WEBSITE

+388.890 users*
+860.400 page views*
(*last 12 months data)



SOCIAL

+76.570 Follower
Facebook, Instagram,
X, LinkedIn



EMAIL MARKETING

Targeted communications
to the Didacta community,
composed of over 57,000
members including
companies, teachers and
school leaders



DIGITAL COMMUNITY

Teachers and creators active
and featured at the fair, thanks
to the #SOCIALPROF area.
@laprofspettinata @maestragiulia91
@elia.bombardelli @prof_iulietto
@ciao.maestra



MARKETING SERVICES

Presence of the exhibitor's website in the SHOWCASE section with a dedicated page available online until the next edition: company description, 2 videos, photo gallery (max. 8-10 pictures) and inclusion of up to 6 highlighted products	€ 300
1 article in the Exhibitors Magazine (with a link to the showcase if activated)	€ 200
1 news in the periodic newsletter featuring a logo/photo, a short text and a direct link to the exhibitor's website	€ 250
1 organic post on LinkedIn and 1 customized Instagram story by Didacta Italia (pre-fair)	€ 250
1 promotional event post on Instagram/Facebook feed (with a link to the program) + reminder stories (pre-fair) featuring a customized graphic template, exhibitor and Didacta Italia's logo <u>Available for purchase only for the promotion of events at the stand or in the workshop room</u>	€ 300

All content is curated by the Exhibitor; Firenze Fiera will review the content for publication on the official Didacta Italia channels.



PROMOTIONAL VIDEO PACKAGES

A video service designed to showcase your moments at the fair: booth attendance, events, products and news.

EVENT AT THE BOOTH VIDEOS

EVENT VIDEO 1

Full workshop/event video of up to 2 hours with a fixed camera on the speaker, a mobile camera for close-ups, audio recording, editing and delivery of the footage.

Delivery:

Delivery in Full HD by the end of the week following the event

€400 + VAT

EVENT VIDEO 2

Summary video of the event at the exhibitor's booth, approximately 90 seconds long, in 9:16 format

Production:

- 1 videomaker
- 2 hours of shooting
- Booth and product coverage with editing and inclusion of general footage of the event

Delivery:

Edited video delivered in Full HD by the end of the week following the event, in various formats.

€1.200 + VAT

PROMOTIONAL VIDEO PACKAGES

A video service designed to showcase your moments at the fair: booth attendance, events, products and news.

VIDEO INTERVIEWS

1'

1 minute video interview with details and moments of activities at the booth

Production:

- Troupe with 1 filmmaker
- Editing in full HD

Delivery:

Edited video delivered in Full HD by the end of the week following the event, in various formats suitable for publication on social media channels

€350 + VAT

2'

2 minutes video interview with details and moments of activities at the booth

Production:

- Troupe with 1 filmmaker
- Editing in full HD

Delivery:

Edited video delivered in Full HD by the end of the week following the event, in various formats suitable for publication on social media channels

€650 + VAT

EXTRA: Possibility to publish the video interview on Didacta's social media channels (Instagram and Facebook) for €200 + VAT. This service can be purchased within the marketing services of the reserved area

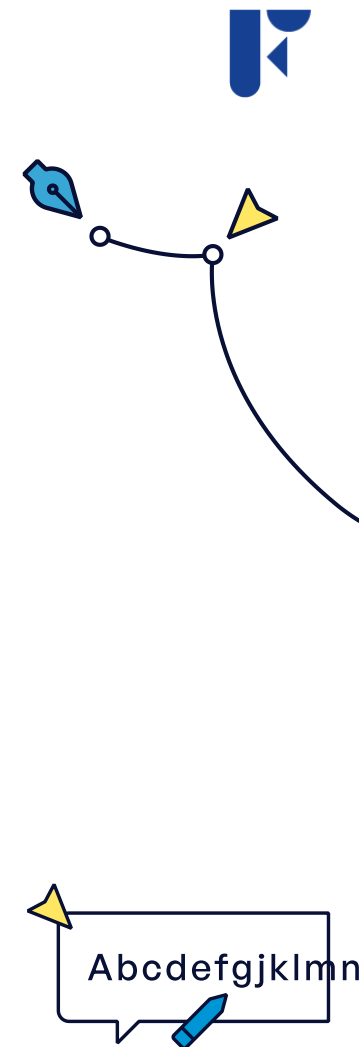


PHOTO PACKAGES

A photographic service designed to capture your moments at Didacta: booth attendance, activities, products and all the latest news.

PHOTOGRAPHIC SERVICES

PHOTO SERVICE 1

Photographic coverage at the booth

Delivery:

Photographs will be delivered in the week following the event

€100/hour + VAT

PHOTO SERVICE 2

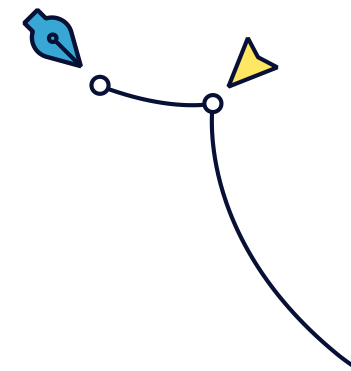
One-day photographic coverage with 1 photographer

Delivery:

Photographs will be delivered in the week following the event

€650 + VAT

Other types of services – available upon request and quotation



EXHIBITOR APP: DISCOVER WHO VISITS YOUR BOOTH

The Exhibitor App is a tool designed to track real-time attendance at your booth during the event.

Available for iOS and Android devices, for a fee.
After purchasing the service, we will provide you with the credentials to access your reserved area.

Inside the app, you will be able to obtain the main data of the visitors, including: **first name, last name, email, role, school grade and origin.**

At the end of the event, all collected contacts will be available for download in .csv or .xls format, ready to be used for follow-up actions or analysis.

There is also a notes section, useful for adding specific information or personalized remarks about each visitor.



THE EXHIBITOR APP OF DIDACTA ITALIA

Privacy: obtaining the consent

Please be aware that if the teachers have not given the required consent, the app will not be able to read the data and we will not be able to send you the information.

For any further information and/or details, please see the relevant Privacy Policy published on Didacta Italia's website

Purchase the service

Access the reserved area and select the marketing service "Exhibitor App" at a cost of **€ 100/download** + VAT

Would you like to receive more information?
Write to: ufficiocomunicazione@firenzefiera.it

CONTACTS

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