

THE BEST EVENT FOR THE BEST IN TECHNOLOGY



The International Trade Show Specialized in machinery, equipment and systems for flat and hollow glass and glass and processed products for industry

Cutting edge advantages of VITRUM 2021

Your VITRUM, your terms

Rate/m ²	Base rate	Early Bird (-5%)
up to 249	220	210
from 250 to 399 (-2%)	215	205
from 400 to 599 (-4%)	210	200
from 600 to 899 (-7%)	205	195
from 900 to 1199 (-9%)	200	190
1200 and up (-15%)	190	180

Is your trade association a member of the Community of Glass Associations?

Ask them, there are *added benefits for you.*

Exhibitor fee for registration and media services provided: **210 euro**

Co-exhibitor fee for registration and media services provided: **210 euro**

Fee for insurance services for insured capital of 25,000 euro for Exhibitors and Co-exhibitors: **100 euro**

Subscription to VITRUM Life: **complimentary** for all Vitrum 2021 Exhibitors

Special practical, **cost-effective turnkey options** for 12.24 and 36m² spaces are available to new exhibitors and to those that have not exhibited for more than 2 editions

1 free parking place for Exhibitors

Free Wi-Fi

VITRUM

5 • 8 October
Fiera Milano Rho

2021

MILAN

VITRUM Specialized

12 themed pathways, clearly indicated on show maps, guide visitors to their meetings with Exhibitors.

Media advertising campaigns will be conducted to maximize support for the specific contents (official catalog, newsletter, press releases, Vitrum LIFE), to ensure Exhibitors have greater visibility and Visitors improved access to the show.



Opportunities

VITRUM Life: an internationalization project that supports Exhibitors at the event and promotes the show even when it's not physically open, **exponentially boosting company brands.**

An editorial portal with content independently edited by SEO Copywriters, **translated into 16 languages and relaunched on social networks** before, during and, above all, between one edition of the show and the next.

Focusing exclusively on exhibiting companies to create new business and sharing opportunities, the **What's Hot** technology symposium will be held **October 6th and 7th.**

VITRUM 2019 in numbers

m² Overall area 29,440m²	
245 Exhibitors (from 21 countries)	10.000 Visitors (from 86 countries)
48% International	49% International
52% Italian	51% Italian

WHERE GLASS TECHNOLOGY COMES ALIVE

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Ministero degli Affari Esteri
e della Cooperazione Internazionale

