

# 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

**HURRY UP!**

Exhibitors registration is open until **June 19<sup>th</sup>**

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

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: **350 euro**

Co-exhibitor fee for registration and media services provided: **350 euro**

Insurance services are **free of charge**

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

Special practical, **cost-effective turnkey options** for 12.24 and 36m<sup>2</sup> 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.

The main tool and the access point to all VITRUM and Glass Week multimedia contents: a **“digital twin”** of the Exhibition.

**VITRUM Programs:** throughout the four days of the show, VITRUM will produce and air programs, targeting a more technical audience, to create new business and sharing opportunities.

## VITRUM 2019 in numbers

<b>m<sup>2</sup> Overall area 29,400m<sup>2</sup></b>	
<b>245 Exhibitors (from 21 countries)</b>	<b>10.000 Visitors (from 86 countries)</b>
<b>48% International</b>	<b>49% International</b>
<b>52% Italian</b>	<b>51% Italian</b>

## WHERE GLASS TECHNOLOGY COMES ALIVE

[www.vitrum-milano.com](http://www.vitrum-milano.com)  
[www.vitrumlife.it](http://www.vitrumlife.it)  
[www.facebook.com/VitrumMilano](https://www.facebook.com/VitrumMilano)  
[twitter.com/vitrummilano](https://twitter.com/vitrummilano)

Secretariat  
 Via C. I. Petitti 16 – 20149 Milan Italy  
 Ph. +39 02.33006099 • Fax +39 02.33005630  
[vitrum@vitrum-milano.it](mailto:vitrum@vitrum-milano.it)



Ministero degli Affari Esteri  
 e della Cooperazione Internazionale

