

16-18.10.2024
HALL 8-12
FIERAMILANO RHO



DREAM IT



MAKE IT



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VISUAL DÉCOR

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Visual Décor: showcase your decorated surfaces



With the recent growth of interior decoration market, **Viscom Italia** has decided to create a dedicated event to present the sector's innovations to the visual community.

The **Visual Décor** event aims to be an exhibition area that displays the materials and decorative applications used to customize different spaces.

Interior designers, architects, and decorators will have the exclusive opportunity to experience live these innovative applications.



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Materials and Decorative Applications

The event will be an opportunity to inspire the visual community on how to redesign and customize new spaces for:

RETAIL



HOTELLERIE



TRAVEL RETAIL



HOME



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Exhibition Format

An exhibition area of approximately **120 sqm** including:

- **8 workstation - 10 sqm each**
- **Customizable graphic wall** with the company's name
- **Desk for promotional material**
- **Storage**



Visibility package included:



- Company listing in the **online event catalog**
- Company presence on the **leaflet/floor plan distributed to all visitors**
- **1 dedicated email with exhibitor companies' logo sent to 100.000 contacts in the event database**
- **1 news post** on the event website with **over 34.000 users**
- **1 social media post** on event channels with **more than 19.000 followers**
- Invitation codes for clients
- Event and exhibitor company mention in the **official press release** of Viscom Italia
- **1 access to Lead Scan web app to register visitors**

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For further information:

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