

16-18.10.2024
HALL 8-12
FIERAMILANO RHO



DREAM IT



MAKE IT



35TH INTERNATIONAL TRADE FAIR
ON VISUAL COMMUNICATION



IMAGINE YOUR PRODUCT REALIZE YOUR BUSINESS



Viscom Italia's new mission is to reflect on the relationships between design, advertising, interior decoration, textile and retail and the development of innovative technologies that determine their interaction.

A creative hub that promotes and enhances the research of innovative materials, solutions and applications by delving into new models of visual communication, which find inspiration and experimentation forms in the exhibition areas.

A strategic event to make connections and opportunities to expand contacts, promote your company's productivity and create a direct confrontation with the consumer to expand new business horizons.

A catalyst observatory of projects, ideas and trends to give a new identity to contemporary thinking and creativity.

For Viscom Italia sustainability come first. To ensure this extremely important goal is protected, events are designed and carried out according to ISO 20121 - Event sustainability management systems certification.

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EXHIBITION SECTORS

HALL 12

TALKS
viscom

TALENT
HUB

DIVA
Display Italia
Viscom Award

ELEMENTARIA
DALLA MATERIA ALL'IMMAGINARIO PROGETTUALE

NEW AREA
INTERIOR
DECORATION

LARGE FORMAT
DIGITAL PRINTING

VISUAL
MERCHADISING

DIGITAL SIGNAGE
LEDWALL

SIGN MAKING
SIGN

ENGRAVING

HALL 8

LABELLING

PACKAGING

LARGE FORMAT
DIGITAL PRINTING

SCREEN PRINTING
EMBROIDERY
PROMOTIONAL

Entrance

FACTS & FIGURES

VISCOM ITALIA 2023



EXHIBITORS

300

international brands

30

countries

82% OF EXHIBITORS

will return to exhibit at Viscom Italia 2024

VISITORS

14,432

visitors

51

countries

25%

new visitors

91% OF VISITORS

declared they'd be back for Viscom Italia 2024

VISITORS' BUSINESS PROFILING

63%

B2B

19%

Brand&Retail
Industry

18%

Creative
Industry

WORLD BREAKDOWN

87%

Europe

8%

Asia

3%

Africa

1%

America

1%

Oceania

ITALY

71%

North

14%

Centre

15%

South

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Source: analysis report carried out by Rossi Ricerche/Interactive Market Research on Viscom Italia 2023 visitor's registration form and survey of exhibitors and visitors

EVENTS

MARKET TRENDS



An array of content stemming from the minds of top managers and entrepreneurs, business icons, influencers and opinion leaders designed to stimulate an exchange of ideas and reveal what is going on in the latest market scenarios.



An international competition, in collaboration with Display Italia magazine, giving visitors the very first glimpse of the latest point of sales displays. An important storefront window to put oneself on display and claim centre stage.



An exhibition of design prototypes, in collaboration with Display Italia, to present the latest materials and display solutions dedicated to industry and the retail world.



An exploratory and educational path aiming to connect exhibiting companies and future industry talents.

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YOUR SUCCESSFUL NETWORKING

WEBSITE

Our website is the centrepiece of our communication strategy. It is the right tool to improve your visibility, to showcase all the latest news and product novelties, enhance your brand, plus building up the perfect networking to stay better connected throughout the year.

123,741	34,153	27,295
Pageviews	Visits	Visitors

SOCIAL

Articles, posts, news, videos and high quality content will be shared via Facebook, Instagram and LinkedIn social channels, to anticipate everything that visual communications hasn't had the opportunity to achieve yet.

FACEBOOK	INSTAGRAM	LINKEDIN
+13,300	+4,000	+1,800
Followers	Followers	Followers

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RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 42 industry sectors.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

DO YOU WANT TO EXHIBIT AT VISCOM ITALIA 2024?



CONTACT US AND WE WILL GIVE YOU
ALL THE INFORMATION

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