

# Guide to communication services

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Exhibitors and organisers who choose Fiera Milano have an impressive integrated communication system at their disposal: from media planning and customised digital campaigns, to being able to purchase advanced direct marketing services. This facilitates and implements contact development using all available tools, including digital signage systems located throughout the exhibition centre.

# 1. Infotainment e advertising

Fiera Milano provides over 70 LED walls and screens located at the Fair's most strategic points for displaying static and dynamic multimedia content: from commercials to nearby business information, to event, show and conference launches. Alongside the LED wall system there are traditional posters with static supports situated both inside and outside the exhibition spaces and near the exhibition centre.



Reception  
2-4

CONTEMPORARY  
2.4  
MICAM

SEE YOU NEXT  
8-9 SEPTEMBER 2019  
SEE YOU  
8-9 SEPTEMBER 2020  
SEE YOU  
8-9 SEPTEMBER 2020

SEE YOU NEXT  
15/18 SEPTEMBER 2019  
MICAM HALL SPANZO  
S/S COLLECTION 2020

LUXURY  
1.3  
MICAM

Reception  
1-3

#yourbestbreak  
1936  
IN FERA CON GUSTO  
1936

Parigi, 30-31  
30-31

SMALL  
STANDS

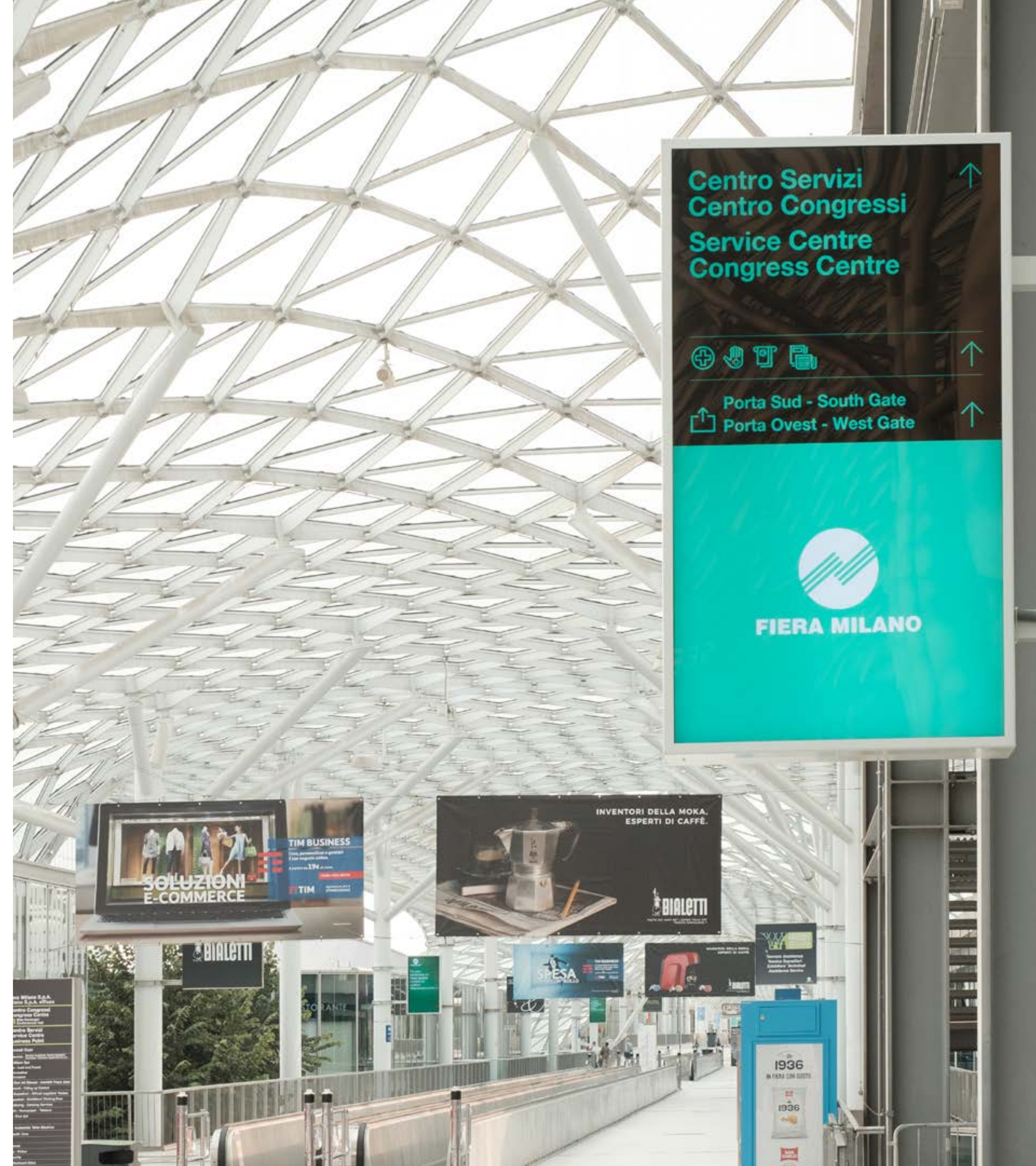
INFO  
POINT

Romanian  
companies

MICAM  
CON



Se vuoi fare advertising  
su questi spazi, contattaci:  
[outdoor@fieramilanomedia.it](mailto:outdoor@fieramilanomedia.it)



## 2. Digital Marketing

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To integrate exhibitors' marketing strategies and give the target business sector greater visibility, advanced marketing services such as retargeting, geotargeting, newsletter production, DEM and analytics are available for purchase.





# 3. Media Planning

Fiera Milano designs communication solutions for organisers each adapted to the specific sector. Fiera Milano designs ad hoc and offline campaigns using strategic planning to distribute them and taking all media currently available on the national and international market into consideration, including tools such as advertorials, natives and specialist operations (e.g., media partnership agreements).



STARBUCKS  
RESERVE  
ROASTERY

89

POSTE

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your favorite store!  
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SPACE TO LET

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EXHIBITION

9 - 11 FEBBRAIO 2020  
FIERAMILANOCITY

entrata

4978

4978

0-24  
No parking sign

## 4. Ufficio stampa

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A comprehensive media relations and press office service is also available to support organisers with their communication strategy: from drafting press releases to organising press conferences and public relations operations for the major media networks; a communication partner before, during and after the exhibition.

