

ROME

MUSEUM EXHIBITION

INTERNATIONAL
FAIR
ON MUSEUMS, VENUES
AND CULTURAL DESTINATIONS

15-17

November 2023

6th edition - Rome

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concept

A unique event in the Italian scene, in its fifth edition.

A professional platform and an international marketplace available to institutions, professionals and companies operating in the field of museums, cultural venues and art.

An innovative ecosystem for the enhancement of cultural heritage, a space where to connect with your audience and business community.

B2B-B2G

**INTERNATIONAL
EXHIBITORS AND
ATTENDEES**

**GLOBAL
SPEAKERS**

LEARNING ROOM

format

TRADE-SHOW

**KEYNOTE
WORKSHOP**



the key-numbers of the five previous editions

The most extensive and qualified trade fair in Italy.

18.200

PROFESSIONAL ATTENDEES

3.100

B2B

560

EXHIBITORS

515

SPEAKERS

208

PANEL,
WORKSHOP & WEBINAR



visitors

DIRECTORS AND SENIOR/JUNIOR MANAGEMENT OF MUSEUMS AND CULTURAL INSTITUTIONS

28%

MERCHANDISING, CULTURAL BRANDING & LICENSING COMPANIES

22%

CREATIVE ENTERPRISES, ICT/TLC, DIGITAL TRANSFORMATION

20%

ART SERVICES (ADVISORY, LOGISTICS, INSURANCE, BANKING), EXHIBITION & COLLECTION MANAGEMENT

12%

TECHNICAL PROVIDERS

10%

COMMUNICATIONS, MARKETING, PROFESSIONAL TRAINING, VISITOR EVENTS AND SERVICES

8%



our partners



SAPIENZA
UNIVERSITÀ DI ROMA



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INFORMATION | EXHIBIT | B2B |
SPONSORSHIP | CORPORATE EVENTS:
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