

ROME

MUSEUM EXHIBITION



NOVEMBER
27-29th
2019



*The event on museums,
cultural spaces and destinations*



ROME

MUSEUM EXHIBITION

**A space and a marketplace
for decision makers,
key-actors, buyers of museums,
cultural spaces
and destinations**



Seven thousand square meters of exhibition area with stands and corner of museums, national and local institutions, foundations, associations, regions, universities, companies and professionals, with the aim of promoting through conferences, specialized insights, exchange of good practices, collaborative networks, the enhancement and preservation of cultural heritage. RO.ME offers a unique opportunity to meet and contact directors of Italian museums, main international cultural institutions, companies and allows business matching with a qualified audience of professionals, buyers and institutional representatives.



Exhibitors: products & services

App - Audioguides - Audiovisual & multimedia content - Display & organization for exhibitions - Crafts (cards and paper goods - Jewelry - Leather goods - Fashion & accessories, etc.) - Bookshop - Communication & marketing - Publishing - Exhibition & collection management - Edutainment - Lighting & technical supplies - Creative & Cultural Industries - Merchandising & licensing - Events organization - Ticket & booking solutions - Education and Visitor services - Transport - Storage and shipment of works of art - Digital tourism - R&D, Virtual and augmented reality - New technologies





2018 visitors



- ✓ Directors of museums, cultural spaces & destinations
- ✓ Decision makers (Ministries, Regions, Local Authorities, Foundations, Associations, Universities)
- ✓ Companies and operators of cultural heritage and activities
- ✓ Cultural and creative professionals (CCI)
- ✓ Art collectors, Exhibition Coordinators & registrars
- ✓ Archaeologists, restorers, architects, designers, engineers, art historians, academics and students
- ✓ Executives, managers e consultants





2018 Testimonials

“RO.ME Exhibition is a very significant initiative, the first that owns all prerequisites for a major development. The effort that has been made has been very interesting for the model of collaboration between public and private in the field of cultural heritage, protection and enhancement”.

Giovanni Panebianco, *General Secretary of Italian Ministry of Cultural Heritage*,
Ansa 29/11/2018

“It is very useful for Italy the presence of a specialized fair in museums, its location in Rome where the Ministry of Cultural Heritage is, the center of the National Museum system and where it is easily reachable from all over Italy. It is important that the directors come to Rome and that Italy can have a leadership in the effort for public and private to work together for museums”.

Antonio Lampis, *Museum's General Director, Italian Ministry of Cultural Heritage*,
Ansa 29/11/2018

RO.ME - Museum Exhibition ensures culture the right space in the panorama where an appointment like this was missing for too long. It has the merit of putting at the center the role that museums and cultural heritage can represent for the economic and social development of Italy.

Albino Ruberti, *Head of Cabinet of the President of Lazio Region*, AgCult 04/10/2018

“Museums, cultural institutions, the opportunity to show the beauties and the collections, are linked to Rome. Museums have always been a privileged place of meeting among people and for a certain cultural production. That's why RO.ME - Museum Exhibition is strategic: what other city either than Rome could have welcomed such event?”

Lorenzo Tagliavanti, *President of the Chamber of Commerce of Rome*,
AgCult 09/11/2018

“Thanks so much for taking such good care of me in Rome and congratulations for such an excellent start to your museum show series”.

Jay A. Levenson, *Director International Programs MOMA - Museum of Modern Art*,
New York



2018 Key-figures



- 7.000 smq of exhibition area and professional halls;**
- 5.000 Professional visitors;**
- 500 Director of museums and cultural spaces;**
- 29 Specialist panels with 134 speakers, starting from the welcoming conference "Italian museums: National system" promoted by the Directorate General of the Italian Ministry of Cultural Heritage and Cultural Activities;**
- 180 Professional and B2B meetings between exhibitors, buyers and experts from Europe, US, Qatar, Russia and China;**
- 23 Informal meetings, "scientific coffees" promoted by the Centre of Excellence - Lazio's Technological District on Heritage and Cultural Activities.**



3 reasons for not missing the **2019** edition

- ✓ Taking part in a unique appointment in the Italian panorama, visiting Rome, the Eternal City, bridge between past and future;
- ✓ Picking the opportunity to get in direct contact with decision makers and the most dynamic companies and professionals of the cultural market ;
- ✓ Joining an innovative international network to learn about trends, exchange ideas, build synergies and seize opportunities.



To visit or to exhibit at
ROME - Museum Exhibition 2019
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