

ROME INTERNATIONAL
FAIR
ON MUSEUMS, VENUES
AND CULTURAL DESTINATIONS
MUSEUM EXHIBITION **13-15**
November 2024

SALES KIT

powered by



certified by



What can i expect at

#romemuseumexhibition24

- **PREVIEW TRENDS AND PROJECTS SET BY THE MOST INNOVATIVE INSTITUTIONS AND COMPANIES;**
- **ORGANIZE ONE-TO-ONE MEETINGS WITH THE MOST QUALIFIED NATIONAL AND INTERNATIONAL BUYERS IN THE SECTORS;**
- **CONNECT WITH INSTITUTIONAL DECISION MAKERS, DIRECTORS OF NATIONAL AND INTERNATIONAL MUSEUMS AND CULTURAL VENUES;**
- **PROMOTE THEIR PRODUCTS AND SOLUTIONS TO A PROFILED AUDIENCE, SECURING UNIQUE POSITIONING AND VISIBILITY;**
- **PARTICIPATE IN A PROFESSIONAL NETWORK AND MARKETPLACE OPEN ALL YEAR-ROUND;**

A UNIQUE EVENT ON THE ITALIAN SCENE, THE LARGEST AND MOST QUALIFIED MUSEUM FAIR NOW IN ITS SEVENTH EDITION.

RO.ME BRINGS TOGETHER MUSEUMS OF ALL TYPES AND SIZES TO SHARE VISIONS AND CREATE CONNECTIONS WITH THEIR AUDIENCE AND BUSINESS COMMUNITY.

A PROFESSIONAL PLATFORM AND MARKETPLACE FOR INSTITUTIONS, PROFESSIONALS AND COMPANIES.

The Location: WeGil

**THE FAIR DOWNTOWN:
A HISTORIC BUILDING OF THE TWENTIETH CENTURY ITALIAN DESIGNED BY ARCHITECT LUIGI MORETTI.**

A UNIQUE CULTURAL VENUE FOR EXHIBITIONS, EVENTS AND TRAINING.

AN AREA EXHIBITION AREA, THREE AUDITORIUMS, AN AREA FOR PROFESSIONAL MEETINGS, LOUNGE, BAR AND RESTAURANT.

IN TRASTEVERE, IN ONE OF THE MOST SUGGESTIVE NEIGHBORHOODS OF ROME, LOVED BY CITIZENS AND TOURISTS ALIKE.



**WeGil
uno spazio
culturale unico
per mostre,
eventi e
formazione**

International buyers: the premium delegation from the USA

The managers or directors of retail
of bookshops and gift shops of
some of the most important
American and European museums
attending the Fair:

THE ART INSTITUTE
OF CHICAGO

THE METROPOLITAN
MUSEUM OF ART

DENVER ART MUSEUM

THE NEW YORK
PUBLIC LIBRARY

GETTY FOUNDATION

THE NATIONAL ARCHIVES
FOUNDATION

ADDITIONALLY, BUYERS FROM MUSEUMS IN
FRANCE, GERMANY, THE UNITED KINGDOM, SPAIN, NORTH AFRICA, AND SOUTH AMERICA.

BOOST YOUR BUSINESS AT THE FAIR:

Exhibit

SET UP AN **EXHIBITION CORNER** OR
DISPLAY YOUR PRODUCTS IN THE
RO.ME MUSEUM SHOP TO BETTER
PROMOTE YOUR COMPANY AT THE FAIR.

SCHEDULE **ONE-TO-ONE MEETINGS** WITH THE
MOST QUALIFIED NATIONAL
AND INTERNATIONAL
BUYERS.
FROM THIS EDITION, IT IS
POSSIBLE TO ARRANGE
BUYER VISITS DIRECTLY TO
YOUR COMPANY, FACTORY,
OR BUSINESS LOCATION!

Promote

IMPROVE YOUR
EXPERIENCE THROUGH
SPONSORSHIP AND
ADVERTISING TOOLS

OFFER A

€ 3.000,00 + VAT

MUSEUM STORE

- DISPLAY YOUR PRODUCTS IN A SHOWCASE** AT THE FAIR'S MUSEUM STORE. EACH STATION CAN BE CUSTOMIZED WITH YOUR LOGO AND COMPANY NAME.

B2B AGENDA

- SCHEDULE **ONE-TO-ONE MEETINGS** WITH BUYERS AND EXHIBITORS AT THE FAIR.

WELCOME EVENT

- JOIN THE EXCLUSIVE WELCOME EVENT** (GUIDED TOUR AND COCKTAIL DINNER) – 2024 RO.ME MUSEUM EXHIBITION (2 PAX)

ADVERTISE

- INSERT YOUR COMPANY NAME AND A BRIEF DESCRIPTION OF YOUR BUSINESS IN THE **OFFICIAL CATALOG** OF THE EVENT AND IN THE **ONLINE EXHIBITION SHOWCASE** ON ROMEMUSEUMEXHIBITION.COM

EXHIBITION CORNER

- EXHIBITION CORNER** WITH FURNITURE: KIT INCLUDES 1 CUSTOMISABLE DESK, 2 STOOLS; A CUSTOMISABLE PIUMA TOTEM WITH LOGO AND COMPANY NAME, REGISTRATION FEE, SHARED CHARGING STATION, WI-FI CONNECTION

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COMPLETE YOUR PARTICIPATION WITH

WE PROVIDE THE OPPORTUNITY TO MATCH YOUR BRAND WITH THE CONTENT, DECISION-MAKERS, AND FAIR ACTIVITIES, ENSURING THE OPPORTUNITY TO ASSOCIATE YOUR BRAND WITH INDUSTRY LEADERS AND DECISION-MAKERS.



ADVERTISING Newsletter dedicated*

N.1 submission to the database of
RO.ME Museum Exhibition
€ 500,00 +VAT

ADV* in the official catalogue of the event



Full page € 800,00 +IVA
1/2 page € 500,00 +IVA

WELCOME EVENT

Additional entrance pass for the
opening event (exclusive for exhibitors)

€ 150,00 +VAT/1 pax



Insertion of **information material*** in the Official Shopper of the event

€ 800,00 +VAT

Organize a **Coffee Meeting** (30')
to present your brand
or solution

€ 1.200,00 +VAT



POST TOUR: organise a visit by
the buyers (2 to 5) to your
company, factory or business site.
quote upon request

PLATINUM OFFER

€ 40.000,00 + VAT

SPONSOR

- NAMING BRANDING AUDITORIUM
- EXHIBITION CORNER AND PRESENTATION SLOT DURING THE 2024 ROME MUSEUM EXHIBITION WELCOME EVENT WITH 4 ENTRY PASSES, GUIDED TOUR, AND COCKTAIL DINNER.
- BRANDED LANYARDS FOR REGISTERED FAIR VISITORS

SPEECH at the event's **PRESS CONFERENCE** and **PRESENTATION** in a scheduled slot

ADVERTISE

- ADV ON THE INSIDE FRONT OR BACK COVER OF THE OFFICIAL EVENT CATALOG.
- INCLUSION OF LOGO AND PROMOTIONAL MATERIAL (PROVIDED BY THE CLIENT) IN THE OFFICIAL SHOPPER BAG; LOGO & ACKNOWLEDGEMENT (MEDIA, WEBSITE, AND SOCIAL MEDIA)

SILVER OFFER

€ 10.000,00 + VAT

SPONSOR

- BRANDING OF THE BUYERS' COFFEE BREAK ROOM (NON-EXCLUSIVE)

60-MINUTE PRESENTATION SLOT IN THE OFFICIAL EVENT PROGRAM

4 ENTRY PASSES TO THE 2024 ROME MUSEUM EXHIBITION WELCOME EVENT (INCLUDING GUIDED TOUR AND COCKTAIL DINNER)

ADVERTISE

- INCLUSION OF PROMOTIONAL MATERIAL (PROVIDED BY THE CLIENT) IN THE OFFICIAL SHOPPER BAG; LOGO & ACKNOWLEDGEMENT (MEDIA, WEBSITE, AND SOCIAL MEDIA)

NETWORKING

- B2B AGENDA

GOLD OFFER

€ 25.000,00 + VAT

SPONSOR

- NAMING BRANDING CONFERENCE ROOM 1
- EXHIBITION CORNER DURING THE WELCOME DINNER AND 4 ENTRY PASSES
- BRANDED ENTRY BADGE FOR REGISTERED FAIR VISITORS

ADVERTISE

- ADV ON THE INSIDE FRONT OR BACK COVER OF THE OFFICIAL EVENT CATALOG.
- INCLUSION OF PROMOTIONAL MATERIAL (PROVIDED BY THE CLIENT) IN THE OFFICIAL SHOPPER BAG; LOGO & ACKNOWLEDGEMENT (MEDIA, WEBSITE, AND SOCIAL MEDIA)

NETWORKING

- COFFEE MEETING AND RESERVED B2B AGENDA WITH INTERNATIONAL BUYERS

BRONZE OFFER

€ 5.000,00 + VAT

COFFEE MEETING (30-MINUTE PRESENTATION EVENT)

ADVERTISE

- INCLUSION OF PROMOTIONAL MATERIAL (PROVIDED BY THE CLIENT) IN THE OFFICIAL SHOPPER BAG; LOGO & ACKNOWLEDGEMENT (MEDIA, WEBSITE, AND SOCIAL MEDIA)

NETWORKING

- B2B AGENDA

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INFORMATION | EXHIBIT | B2B |
SPONSORSHIP | CORPORATE EVENTS:
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