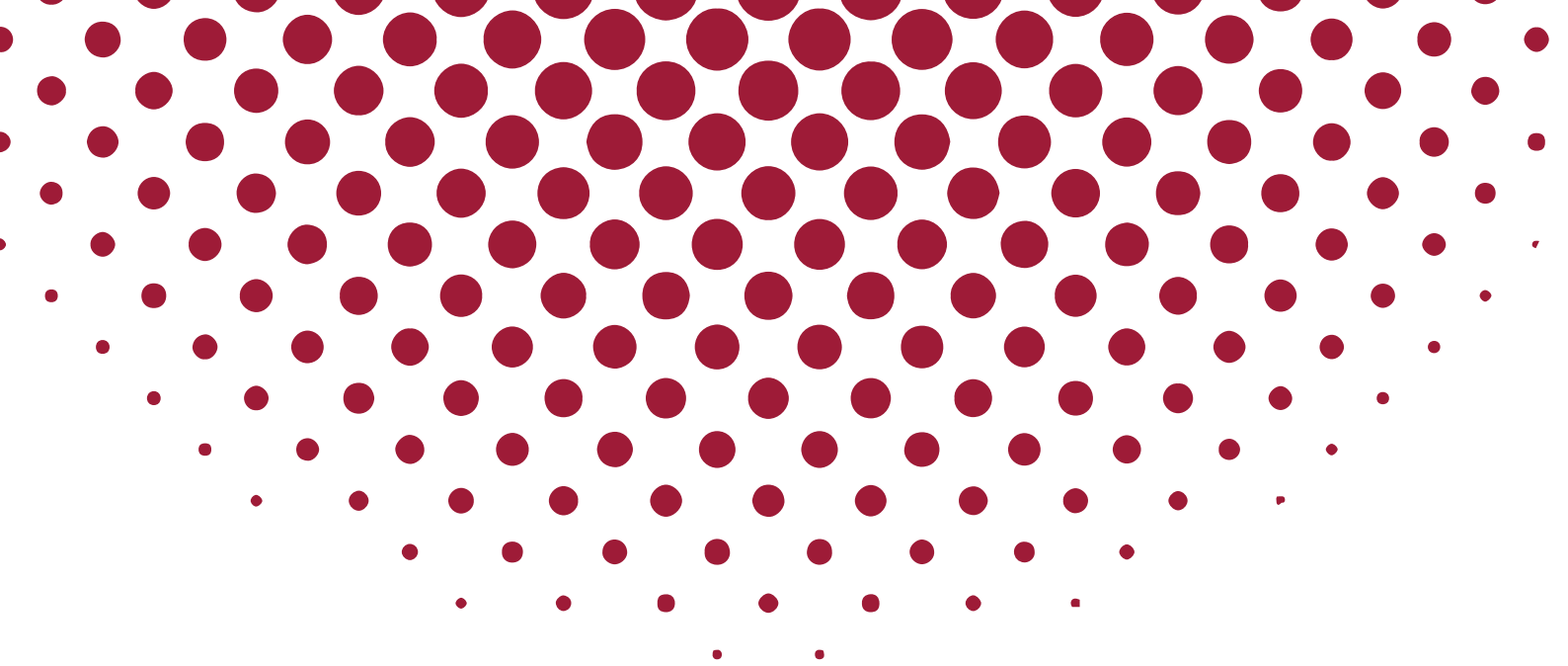




ROME

MUSEUM EXHIBITION

INTERNATIONAL
FAIR
ON MUSEUMS, VENUES
AND CULTURAL DESTINATIONS

2-4

December 2026

9th edition - Rome, Italy

about

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concept

A unique event on the Italian scene, the largest and most qualified museum fair now in its eighth 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.

**EXPAND YOUR NETWORK,
CONNECT WITH YOUR
PEERS OVER CHALLENGES
AND NEW IDEAS**

**HONE YOUR KNOWLEDGE AND
BE INSPIRED BY QUALIFIED
GLOBAL SPEAKERS ON THE MOST
INNOVATIVE TOPICS ON THE
AGENDA**

what can I expect at RO.ME - Museum Exhibition

**FIND THE MOST INNOVATIVE
PRODUCTS, SOLUTIONS AND
SERVICES DISPLAYED BY ITALIAN
AND INTERNATIONAL EXHIBITORS**

**MEET BUYERS AND
DECISION MAKERS
AT PROFILED
BUSINESS MEETINGS**



ROME
MUSEUM EXHIBITION

RO

the largest and most qualified museum fair in Italy

23.150

ATTENDEES

6.200

B2B MEETINGS

820

EXHIBITORS

865

SPEAKERS

335

PANEL & WEBINAR



*Aggregated numbers of the first eight editions

ROME
MUSEUM EXHIBITION

the profiling of fair attendees

DIRECTORS AND SENIOR/JUNIOR MANAGEMENT OF MUSEUMS, INSTITUTIONS AND CULTURAL VENUES

28%

MERCHANDISING BRANDING & LICENSING COMPANIES

22%

CREATIVE AND CULTURAL COMPANIES, MEDIA, ICT, MIXED REALITY

20%

DISPLAYS AND TECHNICAL SUPPLIES FOR MUSEUMS AND CULTURAL VENUES

12%

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

10%

COMMUNICATION, MARKETING, EDUCATION & TRAINING, EVENTS AND VISITOR SERVICES

8%



ROME

MUSEUM EXHIBITION

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