

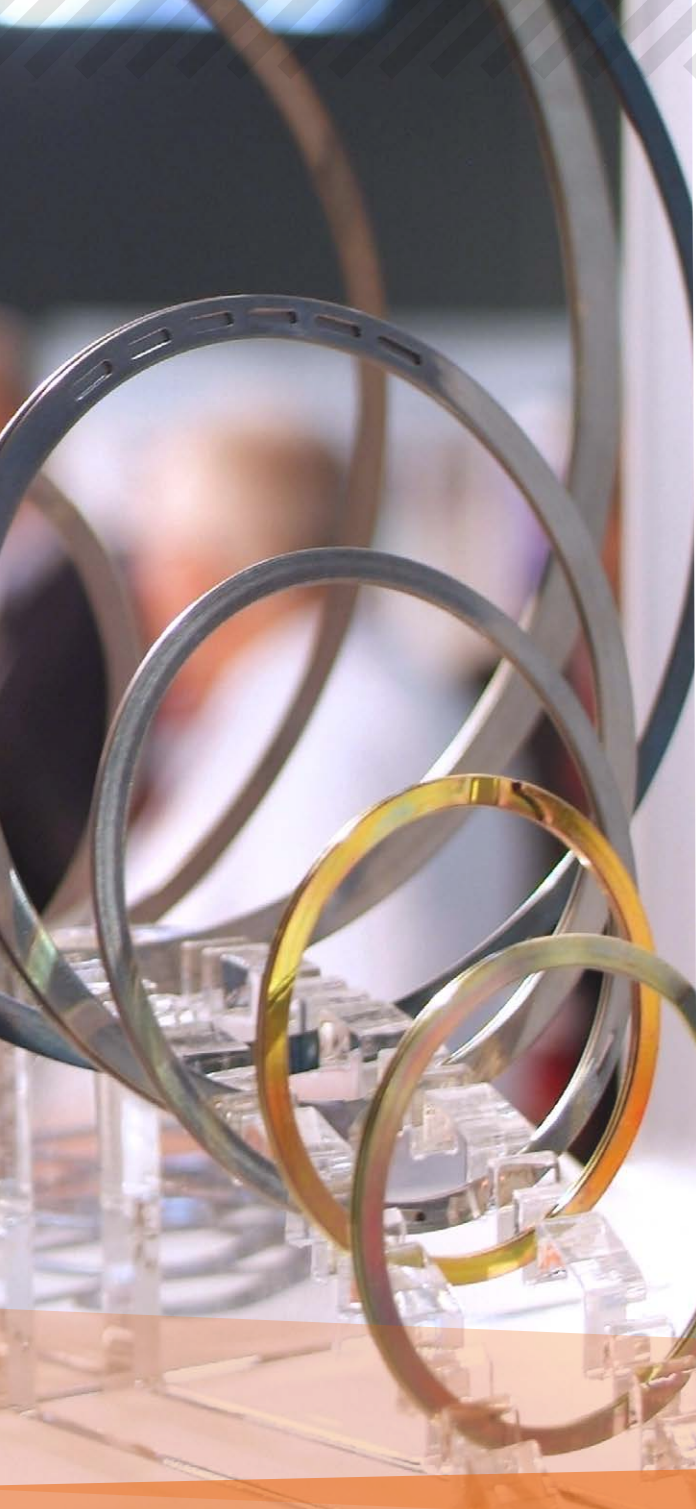


**FASTENER
FAIR** ITALY

**3rd International Exhibition for
Fastener & Fixing Technology**

30 November – 1 December 2022
Fiera Milano City | Milan | Italy

www.fastenerfairitaly.com



Welcome to Fastener Fair Italy

Your essential showcase for
fastener and fixing technology

Fastener Fair Italy is a 2-day business trade event covering all aspects of the fastener and fixing industry. It provides an unmissable marketplace in Italy for national and international manufacturers and distributors of industrial and construction fasteners and fixings, fastener manufacturing technology, and related products and services to showcase their latest innovations and technologies. Fastener Fair Italy offers you an excellent opportunity to make new contacts and build successful business relationships with producers, wholesalers and distributors, end-users all the industry professionals sourcing for fastener and fixing technologies.

As the leading business platform for the sector, Fastener Fair Italy will support your company to tap into new business markets. Not only by promoting your brand, products and services but by offering you the perfect ground to come together and share valuable knowledge with your industry peers from the whole supply chain.



Exhibition Profile

Fastener Fair Italy is the marketplace enabling professionals to join the fastener and fixing sector in a 2-day packed with the latest industry's developments and innovations. The show allows companies specialising in fastener manufacturing equipment and materials, producers, wholesalers, resellers, distributors and end-users of fastener and fixing systems to come together for commercial activities and strengthen their business relationships.

Exhibitor Profile


Fastener Fair Italy provides exhibitors with an opportunity to showcase products and services from the following sectors:

- ◆ Industrial fasteners and fixings
- ◆ Construction fixings
- ◆ Assembly and installation systems
- ◆ Fastener manufacturing technology
- ◆ Storage, distribution, factory equipment
- ◆ Information, communication and services

Visitor Profile

Products displayed at Fastener Fair Italy attract visitors from many key manufacturing sectors, including:

- ◆ Construction
- ◆ Automotive
- ◆ Aerospace
- ◆ Energy and power generation
- ◆ Marine
- ◆ Communication technology
- ◆ Electronic and electrical goods
- ◆ Metal products
- ◆ Furniture manufacturing
- ◆ Sanitary ware and plumbing
- ◆ General engineering – light / heavy
- ◆ HVAC / Air Conditioning / Services
- ◆ Installation



"It was a very interesting edition with a relevant presence of professional visitors, a significant attendance of European manufacturers as well as a rich selection of qualified companies operating in the supply chain of fasteners."

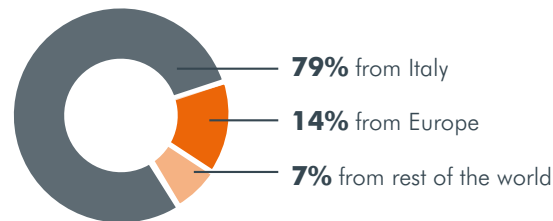
– E. Zini, Arser

Fastener Fair Italy Facts & Figures*

Exhibitors

210 exhibitors from **14** countries
10,500m² gross exhibition space

Exhibitors by origin



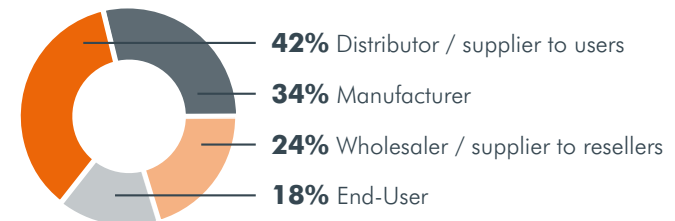
Exhibitor Feedback

- 93%** of exhibitors received positive business enquiries
- 78%** of exhibitors rated the visitor quality as good or excellent
- 87%** of exhibitors rated the quality of pre-show publicity as good or excellent
- 83%** of exhibitors would consider exhibiting again
- 98%** of exhibitors achieved their aims fully or partially

Visitors

2,700 trade visitors from **63** countries

Visitor role in the fastener industry



Visitors by industry sectors

- | | |
|--|--|
| 36% Automotive industry | 9% Aerospace |
| 30% Distribution | 8% Maintenance / Repair |
| 16% Construction – Residential / Commercial | 8% Heating / Ventilation / Air conditioning |
| 15% Mechanical engineering | 7% Civil engineering |
| 15% Hardware / Do-it-yourself retailing | 7% Electronic / Telecom equipment |
| 13% Agricultural / Off-highway machinery | 7% Precision engineering |
| 12% Electrical products / Domestic appliances | 7% Shipbuilding / Marine |
| 10% Furniture manufacturing | 6% Energy / Power generation |
| | 5% Sanitary ware and plumbing |

*These statistics refer to the Fastener Fair Italy 2018 edition.



Stand options & Prices

Floor Space

Up to 50 m² € 250 per m²

Over 50 m² € 225 per m²

+ VAT where applicable

Shell Scheme

All shell scheme stands include a basic package with carpet, white panel walls, fascia, lighting, electricity and stand cleaning. Depending on your stand size, the furnished shell scheme additionally includes chairs, tables and bins.

Unfurnished shell scheme € 99 per m²

Furnished shell scheme € 130 per m²

+ VAT where applicable

Digital showroom

The Fastener Fair Italy website is a key planning tool and information source for visitors. Therefore, as an exhibitor, you can choose between three Digital Showrooms and use the opportunity to showcase your company and products on the show website in order to increase your exposure and generate engagement with visitors.

Gold Digital Showroom € 4,000.00

Silver Digital Showroom € 950.00

Bronze Digital Showroom € 550.00

+ VAT where applicable | The booking of a showroom is obligatory for every exhibitor. Please speak to our team to find out more.

The Venue

Fiera Milano City

Fastener Fair Italy 2022 will take place in hall 3 at the Fiera Milano City exhibition centre, in Milan, Italy. The Fieramilano fairground is easily accessible both from the city and any location in Italy or abroad.



“We exhibited in the second edition of Fastener Fair with great interest. We have had a positive response both in terms of new contacts and strengthening our existing partnerships.”

– Stefano Gandini, Gandini Fasteners

Visitor Promotion for your success

Our dedicated Marketing team runs a multichannel PR and marketing visitor promotion campaign, targeting national and international key visitor groups, from wholesalers and distributors to engineers and specialists who source and trade fasteners and fixings for various manufacturing sectors.

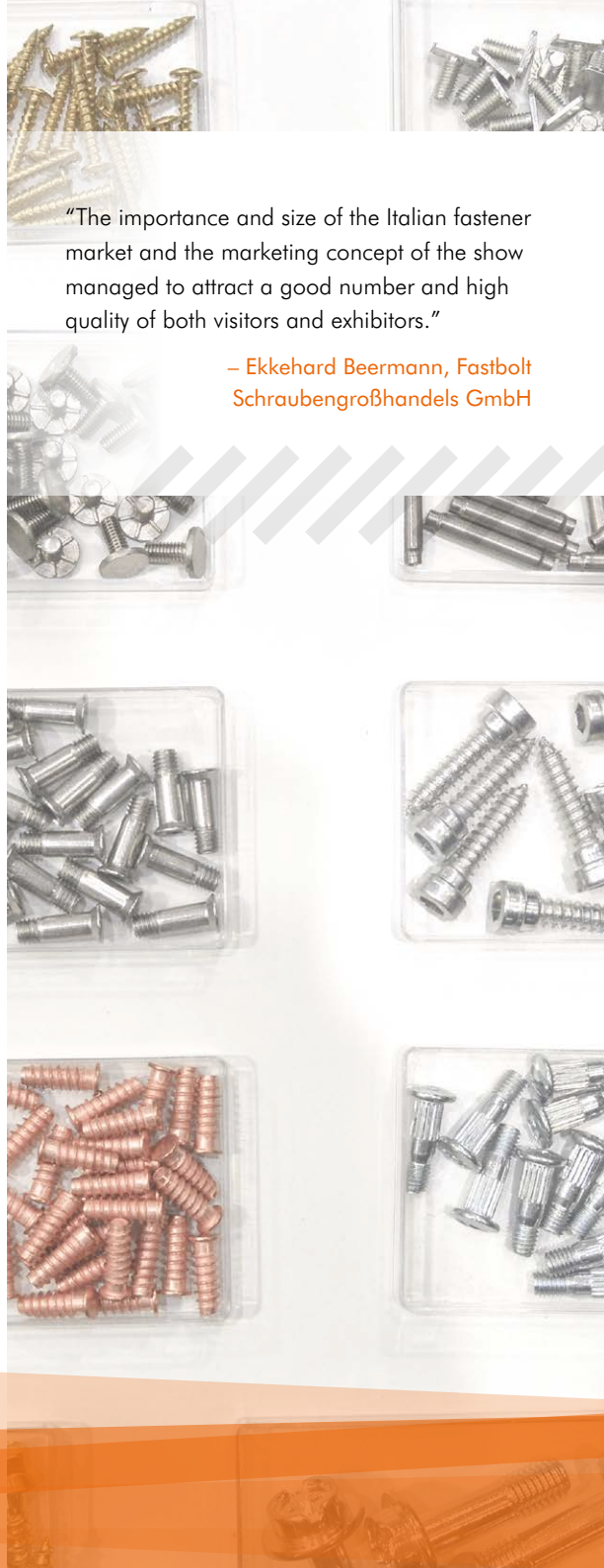
How do we promote your participation to our visitors?

- ◆ **Multilingual show information**, including visitor brochure and your company listing on the show website
- ◆ **Global PR and advertising campaign** in trade publications (print and online)
- ◆ **Regular press releases** and mailings to the international trade press
- ◆ **Comprehensive email marketing campaign** reaching a selected audience of fastener and fixing industry professionals
- ◆ **Social Media Marketing activities** to promote your participation at the show

What marketing tools are available to you?

- ◆ **Various marketing packages** to enhance your visibility on the online exhibitors' list
- ◆ **Digital promotional materials**, such as visitor banners and brochures for your advertising and for inviting your customers
- ◆ **Dedicated exhibitor zone login to manage your web profile** and online visibility and to prepare your show attendance
- ◆ **Sponsorship and advertising opportunities** to reinforce your brand visibility on-site

Are you interested in finding out more about how we can help you achieve your business goals? Contact the Fastener Fair Italy Team today for a free consultation on the best options available to your company.



"The importance and size of the Italian fastener market and the marketing concept of the show managed to attract a good number and high quality of both visitors and exhibitors."

– Ekkehard Beermann, Fastbolt Schraubengroßhandels GmbH



“Exhibiting at Fastener Fair Italy was more than a positive experience. The presence of such a large number of Italian and international exhibitors has enabled us to meet face to face with our customers, which has been an enriching experience for our business and allowed us to establish new contacts.”

– Silvia Zonta, PSM Celada Fasteners

Organiser

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