

Salone del Mobile.Milano Media Kit



Salone del Mobile.Milano

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Salone del Mobile

Salone del Mobile. Milano

The fair as fundamental core of a more impactful influence.

Over more than 60 years Salone del Mobile. Milano has been a key actor in the development of the furniture design industry, the fair, as its main manifestation, has been the core asset to build a solid positioning and leadership.

Building upon its strong DNA, Salone del Mobile.Milano evolves to reach its full potential and wider its positive impact.



Celebrating the meaningful design since 1961.

Launched in Milan in

1961

in a net area of almost

200k
square meters

at the

Fiera
Milano,
Rho
fairgrounds

Our Biennals:

Euroluce - Euroluce is the International Lighting Exhibition which among the leading brands in the sector at international level, narrates the evolution of light in the domestic space, sparking research and innovation and reflection on the design culture in this particular field.

Eurocucina / FTK - Technology For the Kitchen - EuroCucina was first held in 1974 and instantly became the benchmark kitchen event at international level, gathering in around a hundred or so exhibitors on even years, brought together by the wide range and high quality of the products on exhibit.

Salone del Bagno - Set up in 2006 the International Bathroom Exhibition is a dynamic exhibition that constitutes the most interesting and stimulating international event for those involved with bathroom furnishing.



SaloneSatellite

SaloneSatellite - SaloneSatellite is the very first event to have devoted particular attention to young designers, instantly becoming the meeting place par excellence for entrepreneurs/talent scouts and the most promising designers. Its creation – in 1998 thanks to Marva Griffin Wilshire, who is still its Curator – was an act of faith in the creative potential of designers under 35.





Our numbers

Salone del Mobile. Milano is the only truly global design event





<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Operators	Public	Press	Students	Other	Tot. presence
276.059	21.439	6.976	14.683	51.667	370.864

More than 1.900 exhibitors from 35 countries, excluding Italy.*

- Portugal
- Spain
- Germany
- Belgium
- Brasil

Operators from over 150 countries, excluding Italy.*

China + Hong Kong	23.064
Germany	9.837
Spain	9.807
France	8.405
Brasil	7.784

More than 6.923 journalists from 74 countries, excluding Italy.*

China	344
Germany	313
Japan	285
United States	202
France	202

*Top 5

Publication on Italian press

January – April 2024

10.735

+10,6% vs 2023

Publications on international press

January – April 2024

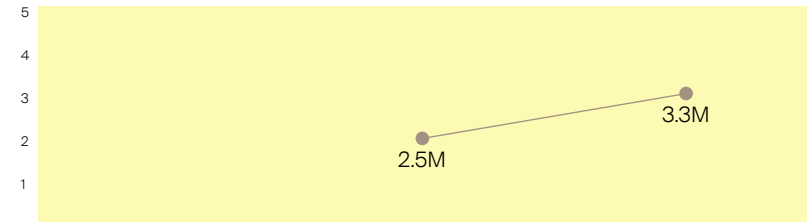
20.081

+80,31% vs 2023

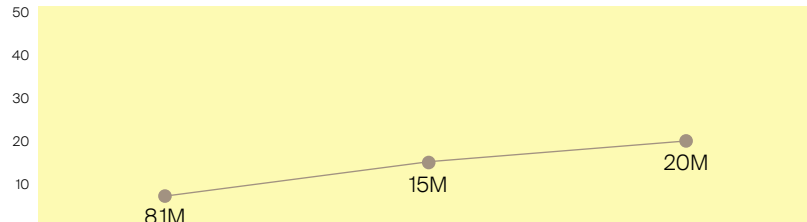


Digital communication & performance

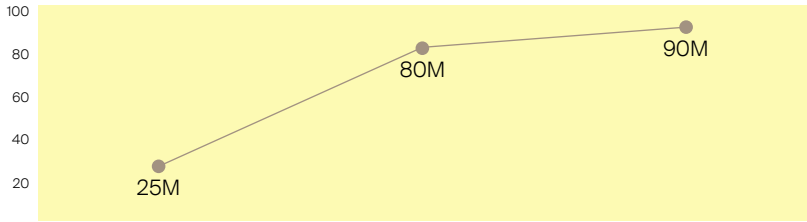
Website sessions



Pages visualization



Impressions



Database subscribers



Social follower base



An ecosystem that generate value for your company.

95% of exhibitors
are intested in returning
to the Salone

Meeting new clients

+34pp. vs 2023

Launch and presentation of new products

+25pp. vs 2023

Consolidating relations with current clients

+29pp. vs 2023

Increase visibility with international stakeholders

+24pp. vs 2023

High return on investment of image and awarness.

55%

Cultural program

During the week you'll live the most thrilling events

Talks and round table



We transform the fair into a cultural stage that welcomes renowned key figures from the world of design to discuss a wide range of topics, every year. A series of appointments that become opportunities to get inspired and deep dive into the beauty of the Design world.

Bespoke projects



Each year, renowned guests will be invited to create captivating and immersive installations, designed to astonish and inspire visitors with unforgettable experiences.

Salone in the city



A series of events aimed at bringing the spirit of the Salone closer to the city of Milan and its vibrant design community, fostering new connections, not only at the fair.

Highlights from 2024 edition



Interiors by David Lynch.
A Thinking Room



Under the Surface



All You Have Ever Wanted
to Know About Food
Design in 6 Performances

All year around you won't be without Salone

Behind the doors



Behind the Doors is a monthly series that offers an exclusive glimpse into the personal homes of architects and designers. Through their own narratives, these creative minds share the inspirations, stories, and unique design choices that shape their living spaces, providing a rare and intimate look behind the scenes of their personal environments.

Design from the world



Design from the World is a special feature that spotlights the most prominent design festivals and design weeks happening across the globe. Each edition provides an overview of these key events, showcasing global trends and innovations that shape the future of design.

Design watching



Design Watching is Salone del Mobile's monthly feature that highlights the perspectives of journalists and industry experts from the design world.

Salone's library



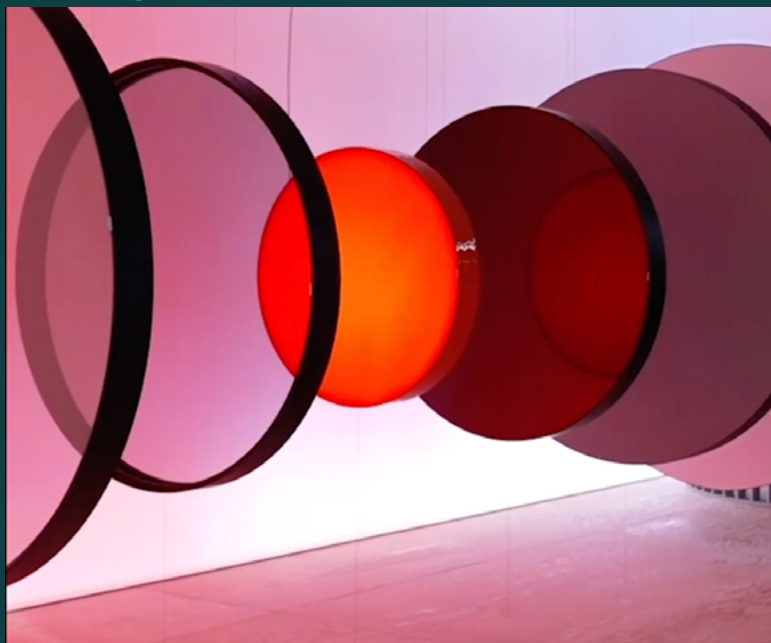
Salone's Library is a bi-monthly feature that presents a curated selection of books and resources recommended by the Salone's trusted contributors. Each edition offers a thoughtfully chosen collection, providing insights and inspiration to design enthusiasts and professionals alike.

Dream Big



Dream Big is a bi-monthly format that highlights standout editorial collections from leading publishers in the worlds of design and architecture. Each edition showcases influential works that push boundaries, offering readers a glimpse into the visionary ideas shaping the industry.

Designique



Designique is a bi-monthly visual showcase dedicated to presenting the most cutting-edge and avant-garde products featured at the Salone. Focused purely on aesthetics, the format offers a curated view of the boldest and most innovative designs, highlighting the beauty and creativity of each piece.

This is



This Is is a format that puts the spotlight on a single company, summarizing its history and design values. Each feature delves into the brand's journey, highlighting the core principles that drive its creative and project-driven approach.

DesAlign



DesAlign the outstanding work of designers and architects who are pushing the boundaries of what's possible with the use of AI.

Design Forward

Design Forward

Podcast - "Design Forward", the podcast by Salone del Mobile.Milano hosted by Maria Cristina Didero, independent curator, author of design exhibitions and publications. The podcast aims to tell the story of design today as a key to decoding trends and changes in the contemporary world.





Digital services

An offer of services specifically designed to enhance your brand, increase awareness, and reach a wider audience.

Brand page

42

Salone del Mobile.Milano provides all Exhibitors with a dedicated Landing Page where they can publish products, photo galleries, and contact information. This virtual space is entirely dedicated to their brand, leveraging the global reach of Salone del Mobile.Milano and benefiting from the high traffic, especially during the event.

In addition to strong visibility, exhibitors are granted exclusive access to company contacts and provided with a predefined contact form to facilitate communication with potential customers interested in their offerings.



Product pages

43

With the aim of providing the opportunity to promote their products to both visitors and non-visitors, Salone del Mobile.Milano allows exhibitors to publish up to 25 pages on its website dedicated to the description of their products, supported by a photo gallery.

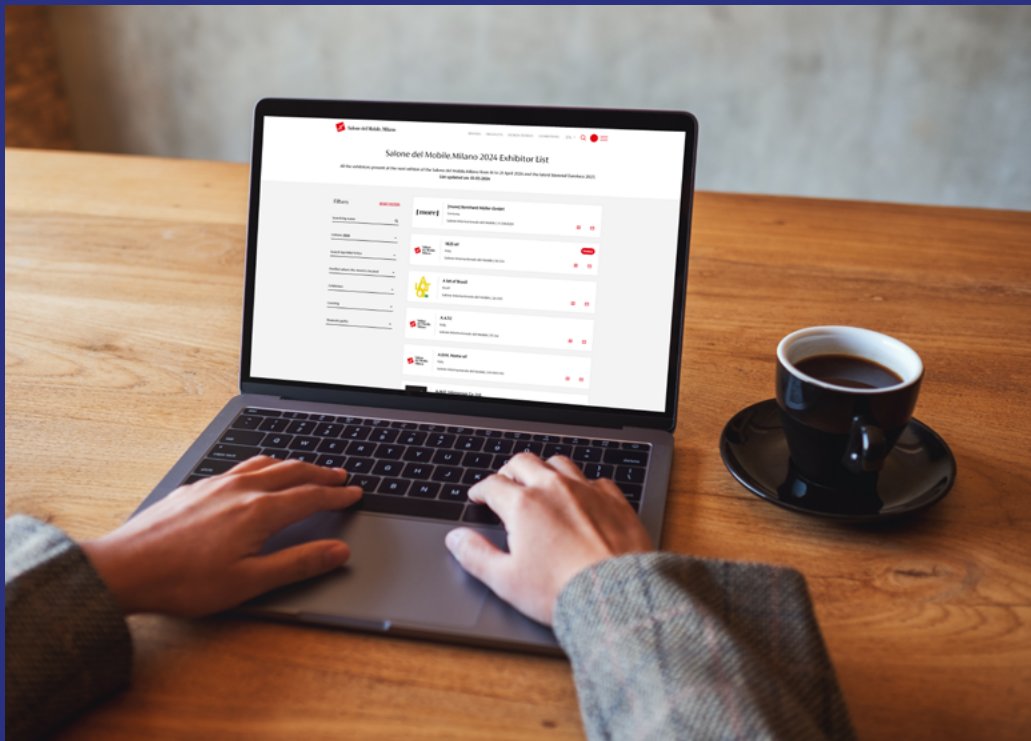
These pages also offer users the option to request downloads of technical details (BIM or technical sheets) and access company contacts through a form that facilitates communication with potential customers.



Digital catalogue

44

To enhance online visibility, Salone del Mobile.Milano mentions all exhibitors within the digital catalog on its website, ensuring international exposure and facilitating connections with interested visitors.



Contact form

45

To ensure easy connections with potential new clients or to continue a conversation started during the event, Salone del Mobile.Milano offers the "Contact Us" service. This service also allows exhibitors to send information about their company and commercial offerings.

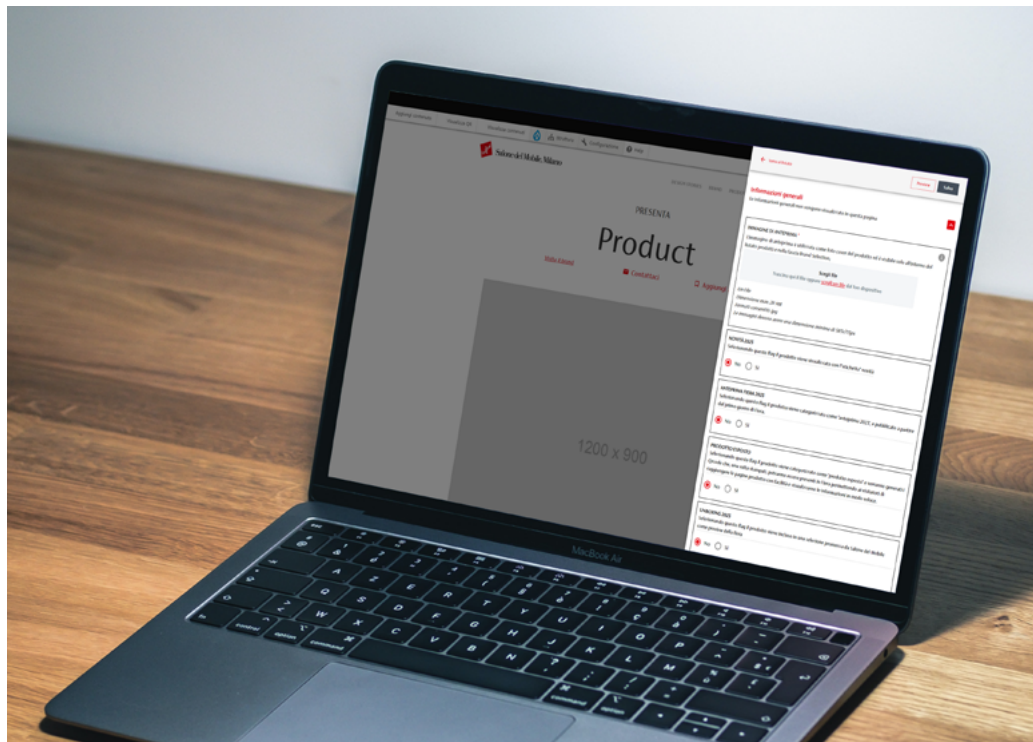
The feature is available within the brand page, product page, and catalog, ensuring easy accessibility for clients at any time.



Self content management

46

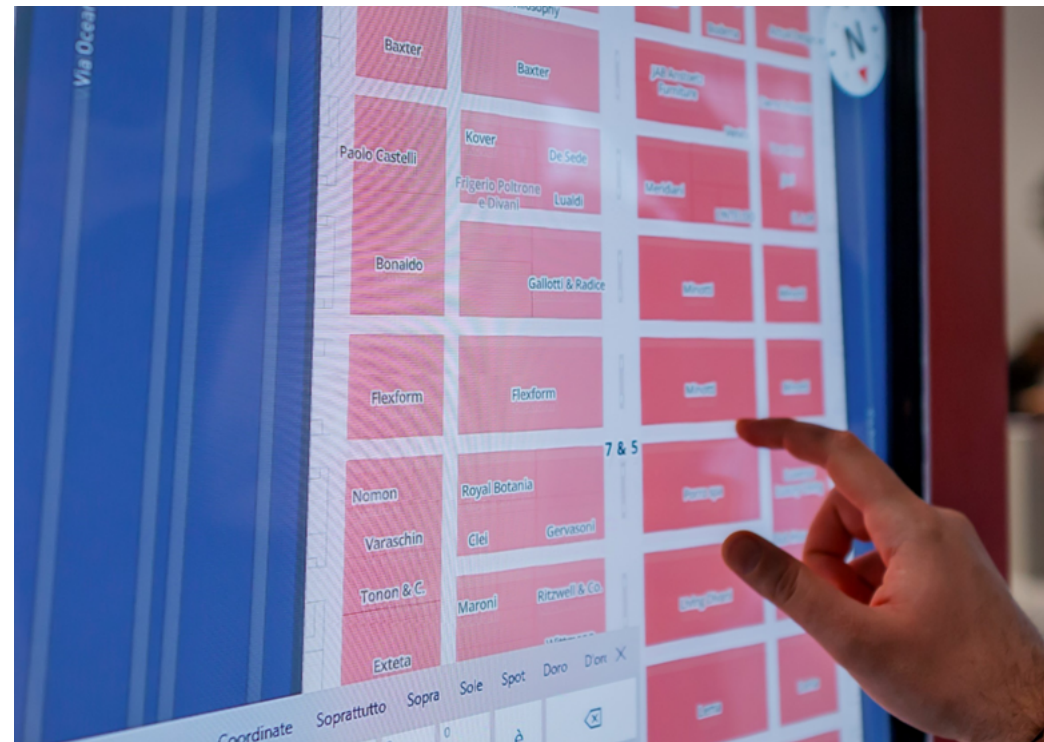
Exhibitors are provided access to a simple and fast platform that facilitates the upload of all necessary content, making every phase of preparation for the event more efficient.



Digital wayfinding

47

To provide greater visibility for their stand and offer the opportunity to share their location with interested visitors, Salone del Mobile.Milano ensures that exhibitors can appear on the event's interactive map. This map allows visitors to navigate through the stands and even calculate walking distances.



Matchmaking

48

In addition to the tools already available to exhibitors, and with the goal of collecting qualified leads from visitors to their pavilion, Salone del Mobile.Milano offers the Matchmaking service.

With a simple ticket scan, without the need for any special platforms, exhibitors can collect visitor data, record notes on individual matchmakings, and download the contacts in a CSV file. Exhibitors also have the option to link the service to the showreel feature of Additional Packages* to further increase their visibility.



Appointment at the stand

49

To help visitors and exhibitors optimize their time at the fair and organize meetings with the most relevant targets, Salone del Mobile.Milano provides brands with a Virtual Agenda. This tool allows exhibitors to coordinate their sales teams and confirm appointments with their visitors.



QR code products⁵⁰

Salone del Mobile.Milano also offers visitors the ability to print QR codes for individual products from the platform. This feature enables exhibitor brands to interact more easily with potential clients during the event.



Newsletter

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Our platform is designed to showcase brands and products in the most compelling way possible. By highlighting the unique aspects of each brand and product, we generate interest and drive demand.



Use the matchmaking service by scanning the QR code on the visitor's ticket to save their contact details.

Save brand and product pages as favourites to find them more easily later on.

Save exhibitors in the 'To visit' folder so that they can be organised in folders and make it easier to visit the fair.

Navigate the map to more easily reach exhibitors at the fair.

Scan the qr codes of products to review them after the fair and contact exhibitors.

Manage the brand page and product pages on the digital platform

Access information and ticketing services for assigning passes and client invitations

Access materials and use digital services related to the fair. ¹

Matchmaking
Stand appointment
Vision and download photographs
QR Code of the position on map

Access useful information and materials. ²

Press kit
Description and methods of the protection service

Opportunities for brand and product promotion ³

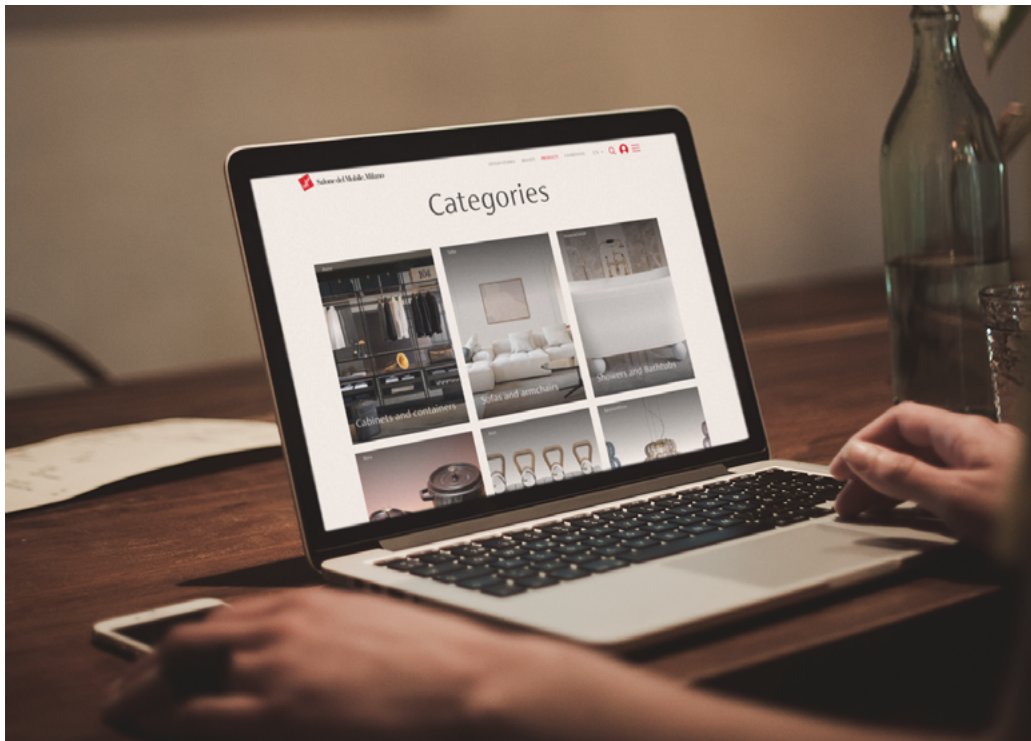
Logo in homepage
Sponsorship with a mercelologic category
Sponsorship of uploaded products

Extra services

Extra product display

56

To increase the visibility of the products and the brand itself, exhibitors can publish additional product pages on the official Salone del Mobile.Milano website.



Professional shooting at your stand

57

Professional photo shoot and post-production by the Salone del Mobile team, capturing the best aspects of the stand and/or products.



Extra matchmaking accounts

In addition to the tools already available to exhibitors to increase the collection of qualified leads from visitors to their pavilion, Salone del Mobile.Milano allows the creation of new accounts who can be used for matchmaking tickets.

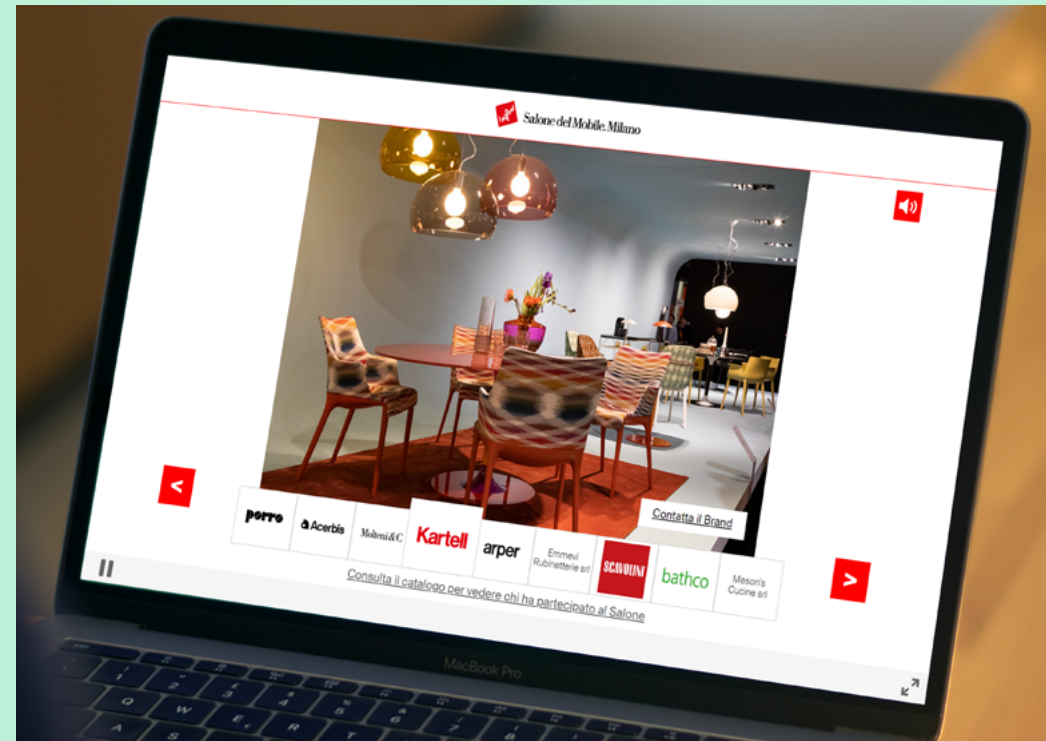


58

Visit showreel

59

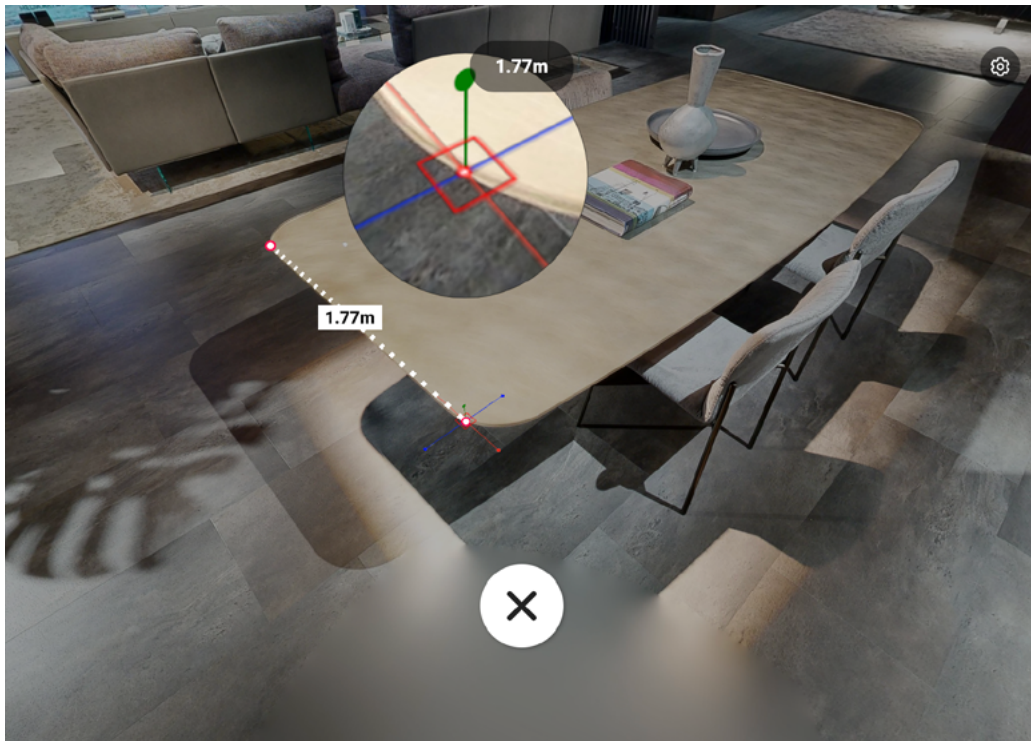
Thanks to this service, a week after the event, visitors will receive a link that will allow them to trace all the stands they visited and access the relevant contacts to continue the conversation and purchase products.



Link to Virtual Showroom

60

To increase the visibility of their products and services, exhibitors can publish the link to their virtual showroom on their brand page on the Salone del Mobile. Milano website.



Gold customer support

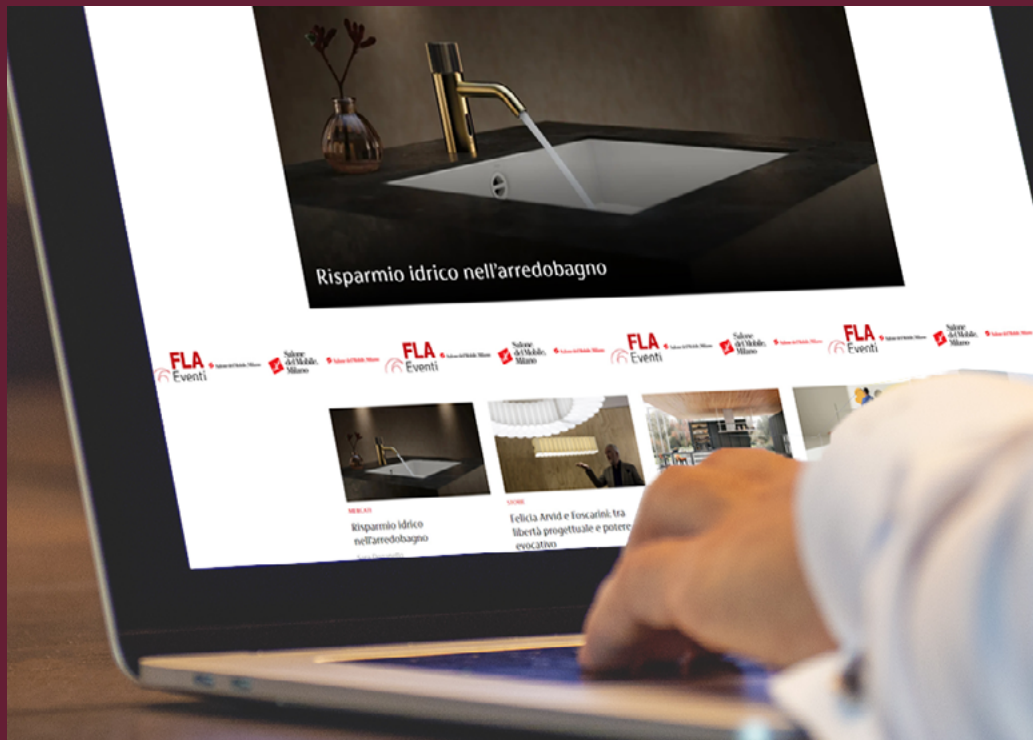
61

With Gold Customer Support, the Salone's Digital Office will take care of the uploading, editing and publishing of brand and product pages.



Logo slider

It is a "banner" dedicated to the promotion of exhibitors' logos. The banner will be placed on the home page of the platform and in a priority position in the APP.



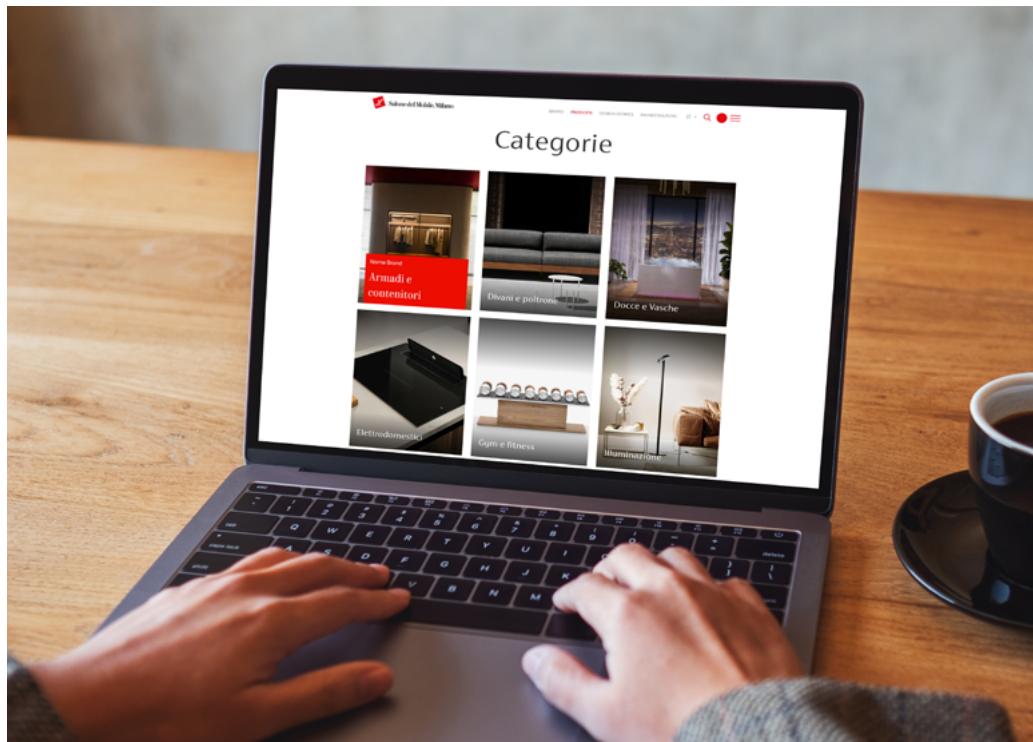
Map Customisation

Companies will have the opportunity to place their logo and a cover image in the brand information box on the digital maps available on the official website, on the Salone del Mobile.Milano APP and on the totems at the fair.



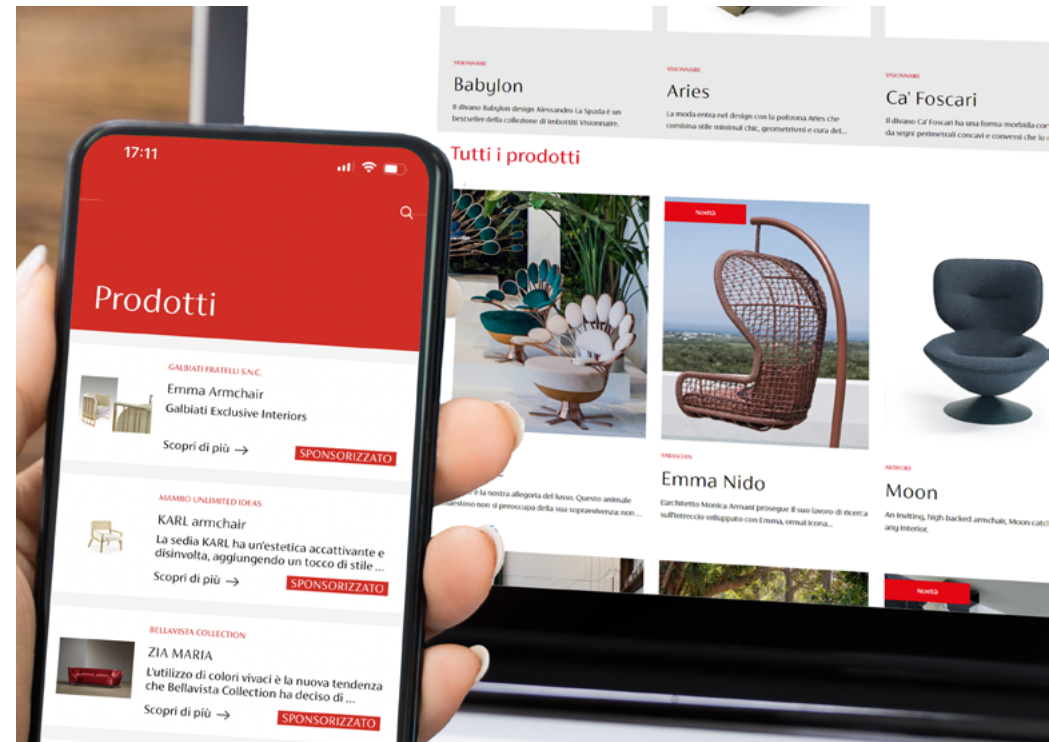
Product Category ⁶⁴ ADV: Category list + Menù

Each exhibitor will be able to appear with an image of one of its products as a “cover” of one of the product categories in the “products” section of the digital platform. The image will also appear in the menu when you select the category you want to visit.



Product Category ⁶⁵ ADV: Top 3 products

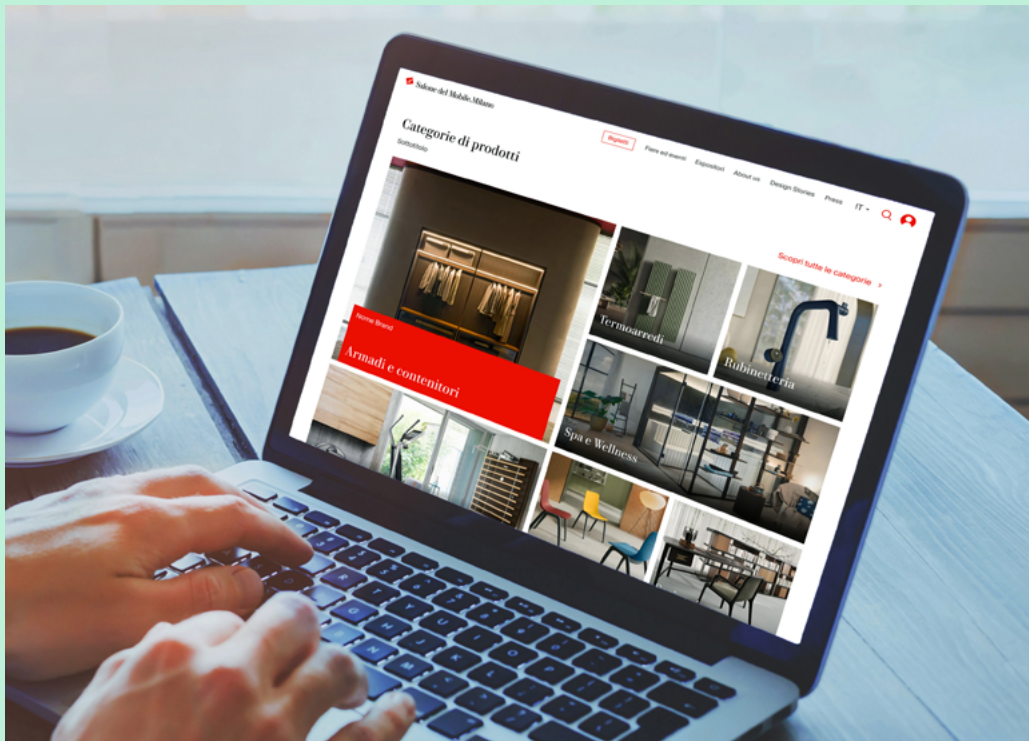
It will be possible to make 3 products (of the same product category) appear in a priority position compared to the other products on the digital platform.



Product Category ADV: Homepage

66

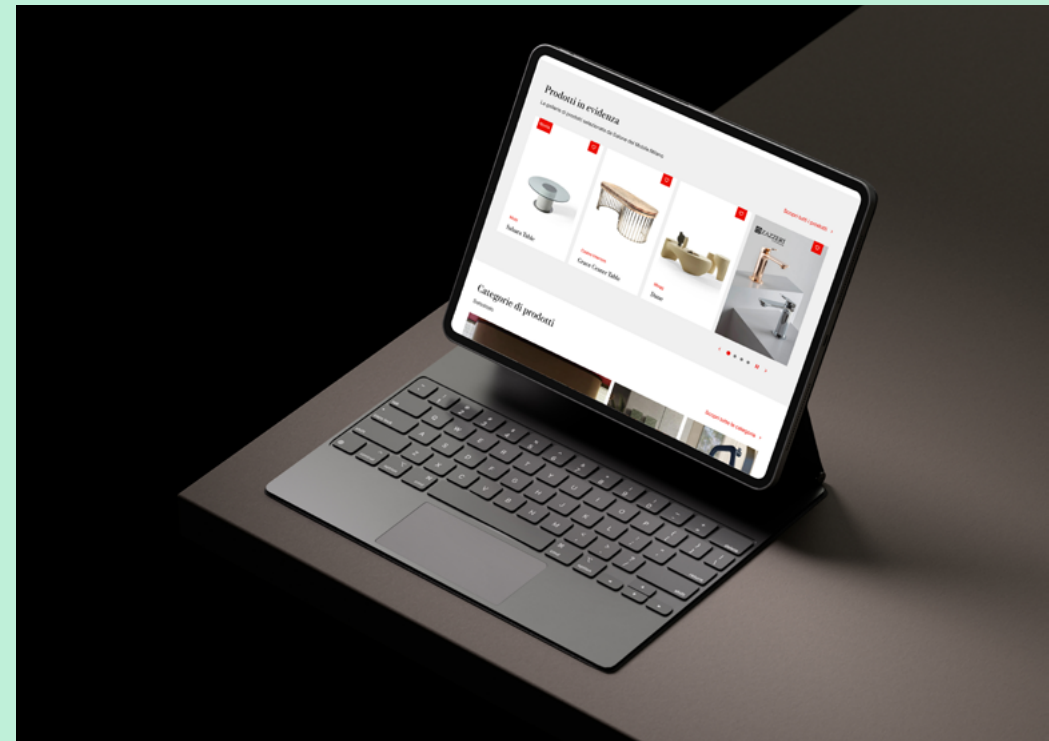
Each exhibitor will be able to appear with an image of one of its products as the "cover" of one of the product categories on the Homepage of the official Salone del Mobile.Milano website.



Product ADV: Homepage

67

Companies have the opportunity to promote themselves by appearing with the image of one of their products on the special carousel on the home page of the official Salone del Mobile.Milano website.



DEM – Virtual Stand

68

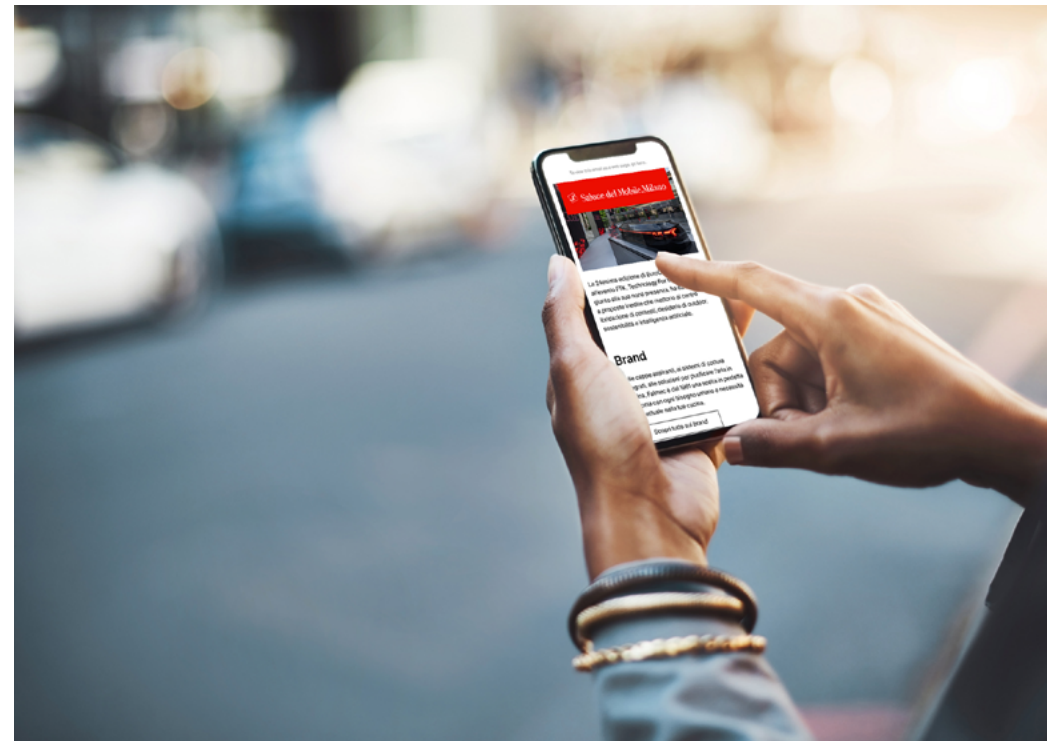
This service offers the possibility of including the exhibitor's virtual stand in a Salone del Mobile.Milano DEM dedicated to virtual stand communication.



Dedicated DEM

69

As a service to exhibitors, Salone del Mobile.Milano offers a privileged channel, the Salone DEM, which becomes a unique promotional space for your company.



Video interview at your stand

70

Salone del Mobile offers exhibitors the opportunity to produce a video interview, fully edited by the Salone staff, to promote their company during the fair.



Euroluce carousel on social media

71

Salone del Mobile gives the opportunity to be included in the pre-show carousel dedicated to Euroluce, which will be published on the social channels of Salone del Mobile.Milano to highlight the top products.



Stand in daily video highlight

72

Salone del Mobile offers the opportunity to be included in the video that will be published daily during the fair on the Salone del Mobile.Milano social channels.



Live coverage stories

73

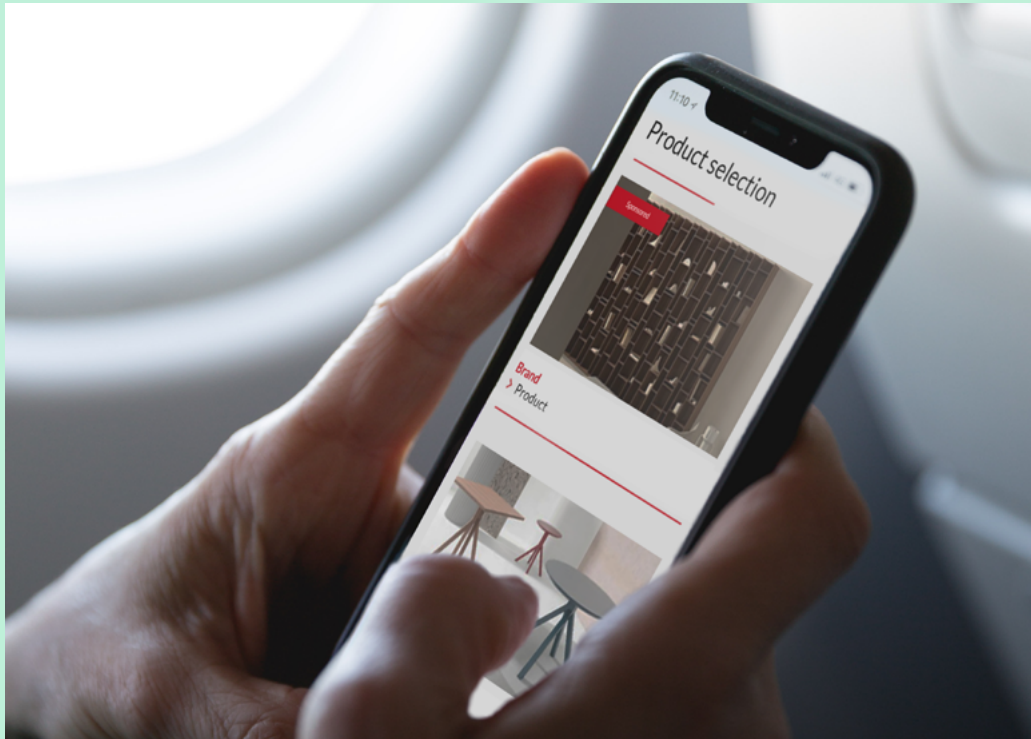
Exhibitors have the opportunity to be published on the official Instagram page of Salone del Mobile.Milano with a maximum of 2 contents (videos) in Instagram Story format.



Highlight in newsletter

74

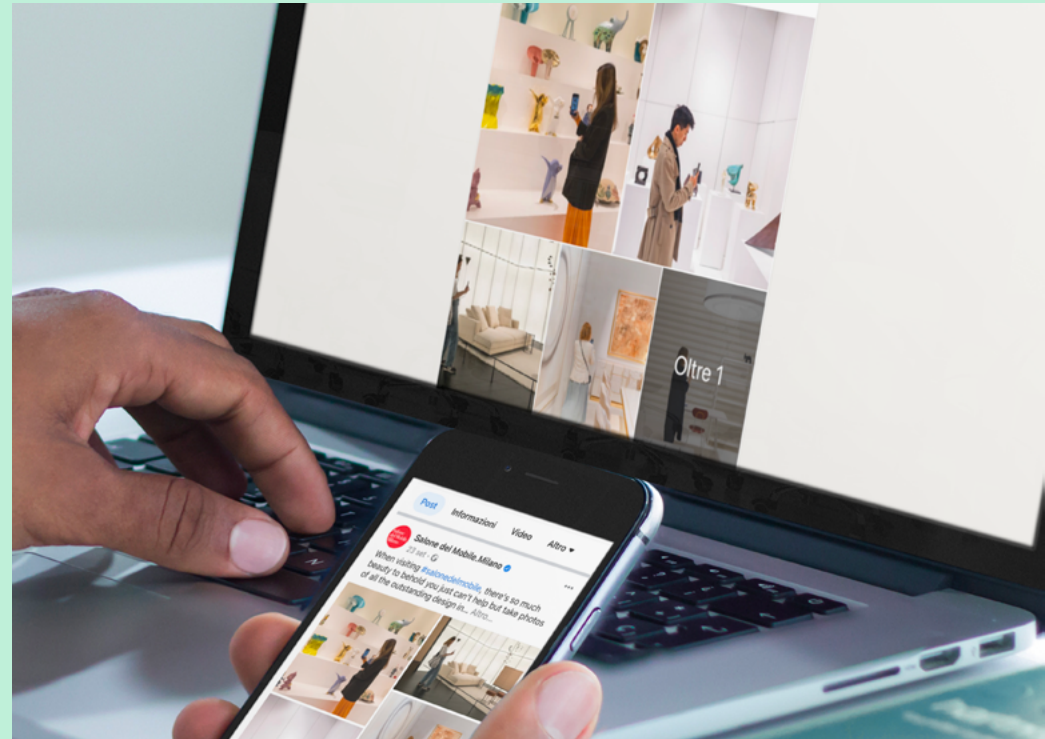
Salone del Mobile.Milano offers publication in the official newsletter of Salone del Mobile.Milano. This ensures that brands reach a wider audience and a higher profile.



Social media exposure

75

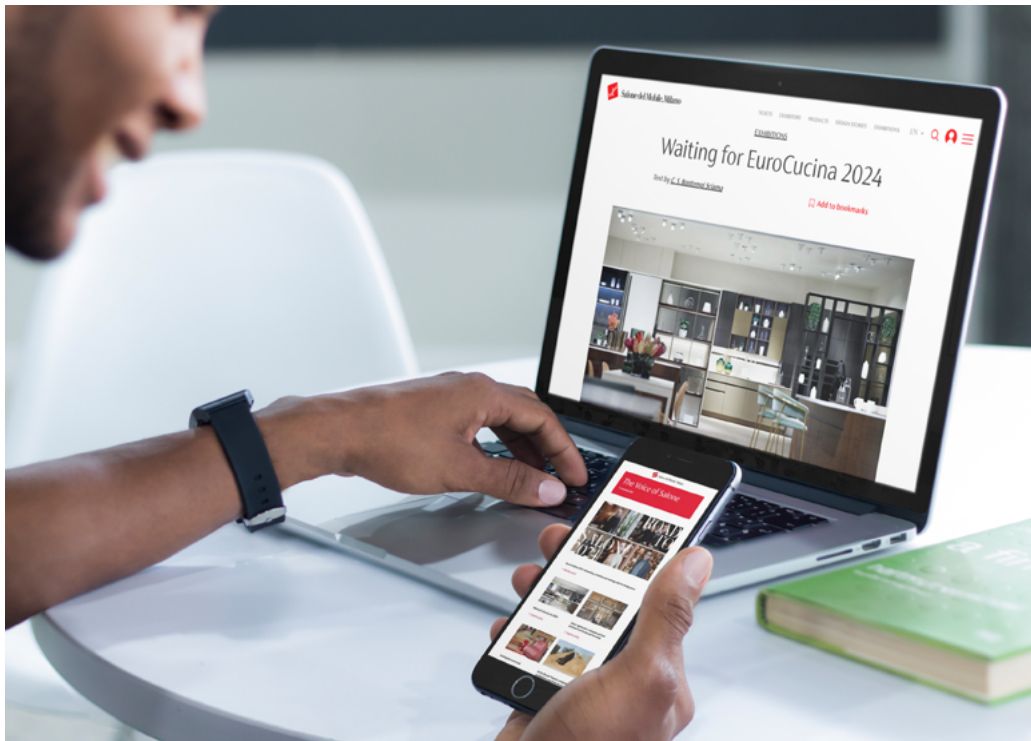
To give greater visibility to the exhibiting companies and to widen their audience, Salone del Mobile. Milano offers the possibility to publish 1 content (photo or video) on its social channels.



Article on salonemilano.it

76

This is an editorial feature that highlights the concepts and themes that are important to your brand. It will be published in the Design Stories section of the website. It may also be included in the editorial newsletter, The Voice of Salone.



ADV on salonemilano.it

77

Salone del Mobile offers its partners the opportunity to use some of the advertising space on its website to increase visibility and business opportunities.





Salone del Mobile.Milano