

didacta

italia

PUGLIA
EDITION

OCTOBER 16-18, 2024
NUOVA FIERA DEL LEVANTE
BARI



DIDACTA ITALIA | PUGLIA EDITION

From 16th to 18th October 2024, Didacta Italia arrives in Puglia at **Nuova Fiera del Levante, in Bari**.

Didacta Italia – Puglia Edition is organised by Firenze Fiera in co-operation with the Region of Puglia, and will be hosted inside the spaces of the congress and exhibition centre of the Puglia’s capital, on a surface of **over 12,000 square metres**, where training rooms and booths of companies from the school world will be set up.

The exhibiting area will be complemented by a rich training programme with events organised by Companies and Indire, with a high-quality scientific programme ideated by an Organising Committee that will be made up of the Region of Puglia and Firenze Fiera, along with the **Italian Ministry of Education and Merit**, **Indire**, the **Regional School Office**, and Didacta International.



PUGLIA EDITION

was created to:

INFORM

Start a regional project of innovation in schools, thanks also to the support of the numerous exhibitors who will present important novelties both in the digital-technology sector (automation systems, new-generation interactive whiteboards, etc.), and in field of **inclusion** and quality of spaces for **learning**; promote integration within the productive and entrepreneurial tissue of the territory also through active guidance practices.



TRAIN

Directly involve teachers through an active, participative, and laboratory subject-specific didactic experience, guided by a learning methodology of the scientific method, in line with the provisions of **PR Puglia FESR-FSE+ 2021/2027**, in sub-action "Training of Teaching and Educational Staff".

The fair includes **at least 50 training events** aimed at school staff and at local authority staff, vocational training, and Higher Technical Institutes (ITS).

DIDACTA PUGLIA – WHO IS IT FOR?

Didacta Italia is aimed at all levels of education and training – nursery schools, kindergarten, primary schools, first and second grade secondary schools, professional institutes, higher technical institutes, universities, scientific research and professional training institutes, in addition to companies and insiders.

Didacta Italia is aimed at school professionals, to promote the future of school and the innovative training of teachers.

634

Schools

69,000

Teachers

257

Municipalities

337

Regional Training Agencies



DIDACTA ITALIA - FIGURES

NATIONAL EDITION 2024

430 EXHIBITORS

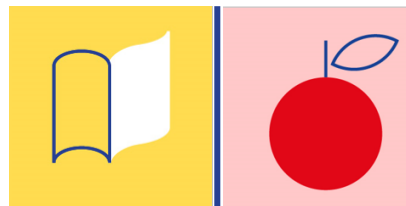
9 PAVILIONS

45,000 m² EXHIBITING SURFACE

+19,000 VISITORS

2,105 EVENTS of which

405 FROM THE SCIENTIFIC PROGRAMME



SICILY EDITION 2023

175 EXHIBITORS

4 PAVILIONS

22,000m² EXHIBITING SURFACE

+9,000 VISITORS

535 EVENTS



WHERE

NUOVA FIERA DEL LEVANTE BARI

Nuova Fiera del Levante in Bari is a city district dedicated to business and technology, a reference point for all the economical system in the Mediterranean.

HOW TO GET TO THE FAIR



A 14 Motorway – Exit at Bari-Nord

Bari ring road – exit no.4 Fiera-Porto-Centro
Driving time exit/fair: 5 minutes



Bari Railway Station - Piazza Moro

Travel time station/fair: 10 minutes
Connection to Fair by **BUS LINE No. 53**
Connection by taxi: 10-minute driving time



Bari Palese Airport

Bari ring road - Exit no.1
Distance airport/fair: 8 Km

PARTICIPATE IN DIDACTA PUGLIA

DISCOVER OUR EXHIBITING PROPOSALS AND HOW TO JOIN



EXHIBITING PROPOSALS

12m² or multiples up to 36m² - Size: m4x3xh2,5

BASIC EQUIPMENT

1 banner 100xh30cm
for each open side

4 transparent chairs

2 spotlights

1 reception desk

1 multiple power socket
1.5kW

2 stools

carpet

1 wastebasket

1 table 120x80cm h.72cm

1 coat hanger

RATES 2024

€/m² 200.00 + VAT

Early bird €/m² 185 + VAT

(reserved to exhibitors who participated in the previous editions)

FURNISHED SHELL SCHEME BOOTH



1 open side



2 open sides

The shell scheme booth with 2 open sides includes an extra cost of 10%

COMPULSORY SERVICES

ENERGY CONSUMPTION FLAT-RATE

€80.00

Booth up to 12m²

€150.00

Booth from 24 to 36m²

REGISTRATION FEE

Including insurance service

€250.00 + VAT

EXHIBITING PROPOSALS

12m² or multiples up to 36m² - Size: m4x3xh2,5

BASIC EQUIPMENT

1 banner 100xh30cm
for each open side

2 spotlights

1 multiple power socket 1.5kW

carpet

UNFURNISHED SHELL SCHEME BOOTH



1 open side



2 open sides

The shell scheme booth with 2 open sides includes an extra cost of 10%

RATES 2024

€/m² 185.00 + VAT

Early bird €/m² 170 + VAT

(reserved to exhibitors who participated in the previous editions)

COMPULSORY SERVICES

ENERGY CONSUMPTION FLAT-RATE

€80.00

Booth up to 12m²

€150.00

Booth from 24 to 36m²

REGISTRATION FEE

Including insurance services

€250.00 + VAT

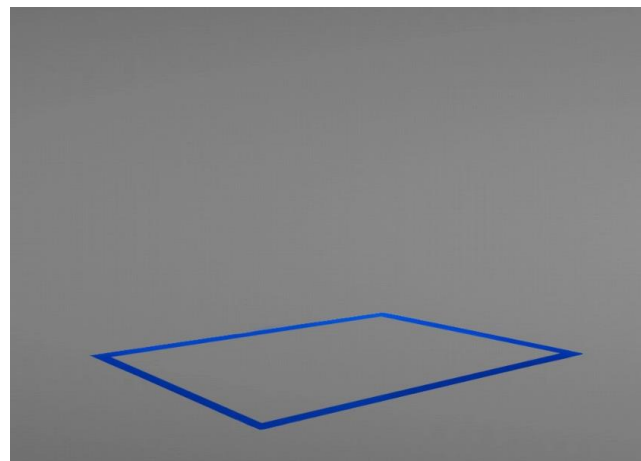
EXHIBITING PROPOSALS

A bare area does not include any type of equipment, **except for 3kW electricity supply.**

The furnishing of the booth is the responsibility of the exhibitor.

Starting from the bare area, it is possible to create custom designed booths on quotation

BARE AREA



RATES 2024

€/m² 170.00 + VAT **Minimum 36m²**

Early bird €/m² 155 + VAT
(reserved to exhibitors who participated in the previous editions)

COMPULSORY SERVICES

ENERGY CONSUMPTION FLAT-RATE **€150.00**
Related to the included supply of **3kW** unit

REGISTRATION FEE **€250.00 + VAT**
Including insurance service

PARTICIPATE IN DIDACTA PUGLIA 2024 SEND YOUR APPLICATION



**ARE YOU ALREADY AN
EXHIBITOR AT DIDACTA
ITALIA?**

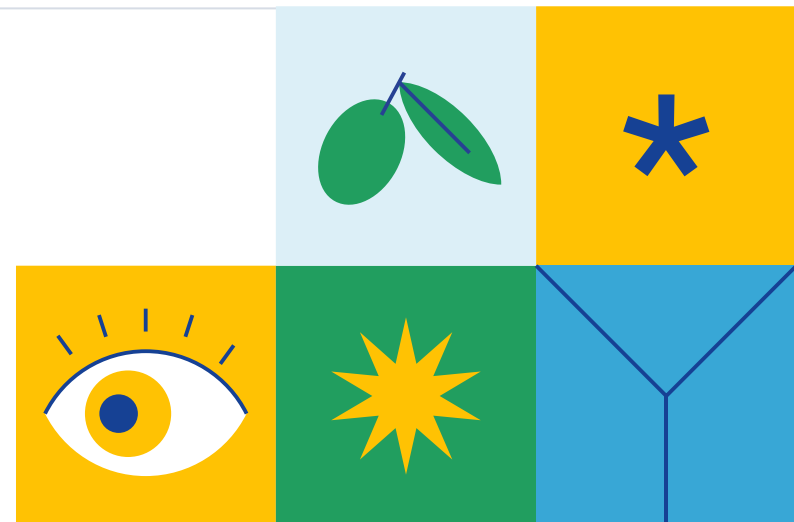
<https://areariservata.firenzefiera.it/login>

**IS IT THE FIRST TIME FOR
YOU? WOULD YOU LIKE TO
APPLY?**

<https://areariservata.firenzefiera.it/lead/13>

BECOME A SPONSOR AT DIDACTA ITALIA – PUGLIA EDITION

Become a sponsor and bring your Company to the leading fair for school training and innovation, presenting it to a highly profiled audience and to the most important players and stakeholders of this sector



SPONSORS AT DIDACTA ITALIA 2024

MAIN SPONSOR



GOLD SPONSORS



SILVER SPONSORS



SUPPORTERS



PARTNERS MUSIC & SOUND AREA



SPONSOR PROPOSALS



<h2>SUPPORTER (NO BOOTH)</h2>	<h2>SILVER</h2>
<ul style="list-style-type: none"> • Presence in the EXHIBITOR’S SHOWCASE of the website with a dedicated page available online until the next edition • Presence of your logo on the homepage of the site featuring a link to your Company website • 2 customised stories on IG • 1 piece of news in the periodic NL sent to the subscribers’ database • Inclusion of a corporate press release in the Fair press kit • Article in the exhibitor's magazine on the news of participation in the fair 	<ul style="list-style-type: none"> • 24m² shell scheme booth or 36m² bare area • Registration fee including insurance services • Presence of your logo: <ul style="list-style-type: none"> - on the homepage of the website, with a link to your company website - in the graphics of the exhibiting area - on the official map of the Fair • Presence in the EXHIBITOR’S SHOWCASE of the website with a dedicated page available online until the next edition • 1 theme carousel featuring highlights on IG/FB feeds + reminders as stories before the Fair • 1 piece of news in the periodic NL sent to the subscribers’ database • Inclusion of a corporate press release in the Fair press kit • Article in the exhibitor's magazine on the news of participation in the fair
<p>Starting from 5,000€ + VAT</p>	<p>12,000€ + VAT</p>

SERVICE NOT INCLUDED IN THE PACKAGE
 Energy-consumption flat rate (compulsory, see rate on page 9)

SPONSOR PROPOSALS



GOLD

- 36m² shell scheme booth or 48m² bare area
- Registration fee including insurance services
- Presence of your logo:
 - on the homepage of the website, with a link to your company website
 - in the graphics of the exhibiting area
 - on the official map of the Fair
 - on the ticketing platform of the Fair
- Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online until the next edition
- 2 theme carousels featuring highlights on IG/FB feeds + reminders as stories before the Fair
- 2 dedicated pieces of news in the NL sent to the subscribers' database
- Dedicated launch on trade magazine
- Inclusion of a corporate press release in the Fair press kit
- Article in the exhibitor's magazine on the news of participation in the fair
- Organisation of workshops for a total of 2 hours

20,000€ + VAT

PLATINUM

- 48m² shell scheme booth or 60m² bare area
- Registration fee including insurance services
- Presence of your logo:
 - on the homepage of the website, with a link to your company website
 - in the graphics of the exhibiting area
 - on the ticketing platform of the Fair
 - on the official map of the Fair
 - on the Fair ticket
- Presence in the EXHIBITOR'S SHOWCASE of the website with a dedicated page available online until the next edition
- 1 theme carousel featuring highlights on IG/FB feeds + reminders as stories before the Fair
- 1 customised post on FB & IF with sponsorship for 5 days during the Fair
- 2 dedicated pieces of news in the NL sent to the subscribers' database
- Dedicated launch on trade magazine
- Inclusion of a corporate press release in the Fair press kit
- Article in the exhibitor's magazine on the news of participation in the fair
- Organisation of workshops for a total of 4 hours

30,000€ + VAT

SERVICE NOT INCLUDED IN THE PACKAGE
 Energy-consumption flat rate (compulsory, see rate on page 9)

HOW TO CUSTOMISE YOUR BOOTH AND INCREASE VISIBILITY AT THE FAIR

You can customise your booth and promote your presence by accessing the reserved area and optioning the various additional services.

Please, find some examples below:

FURNISHINGS, CLEANING, CUSTOMISED GRAPHICS, VARIOUS SERVICES

Access the **reserved area**
[Services > Furnishings & Services](#)

WORKSHOPS, COMMUNICATION, PHOTOS

Access the **reserved area**
[Services > Events & Marketing Services](#)

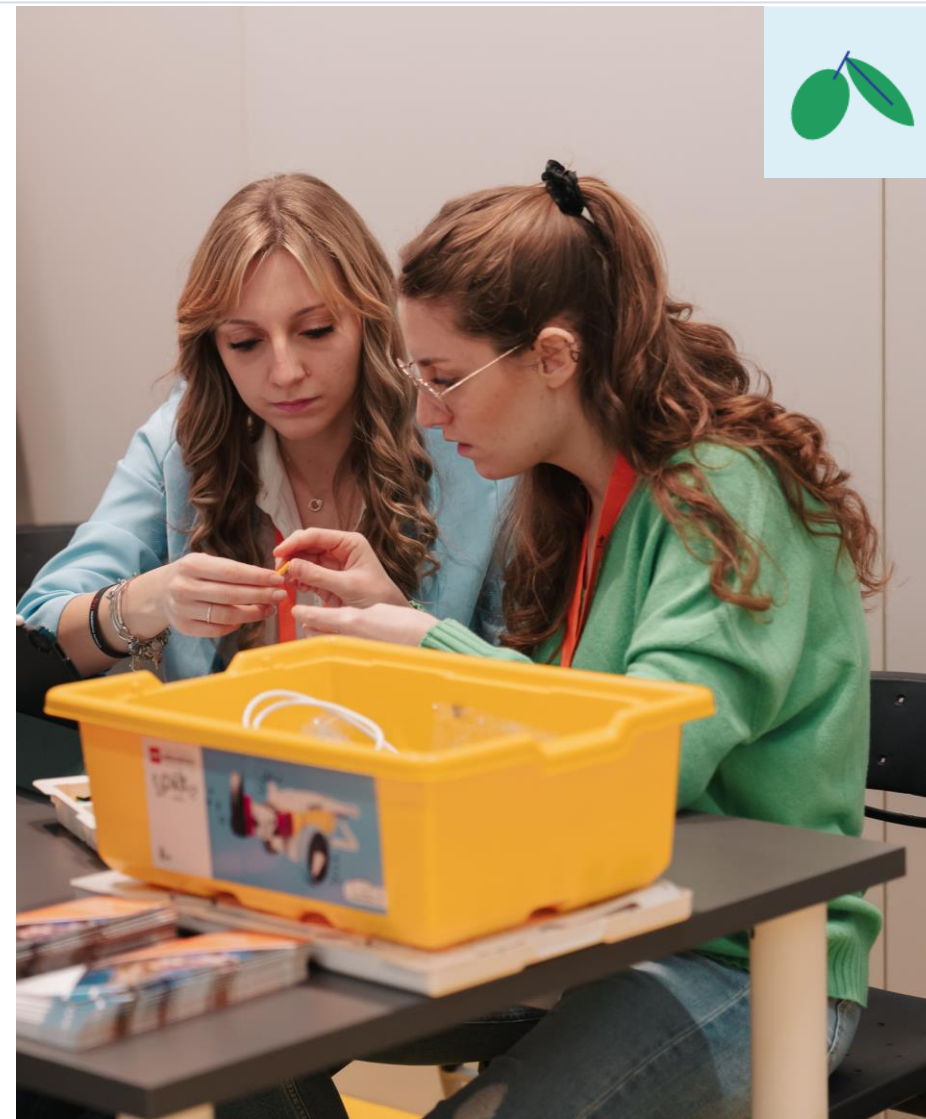
LAN, DEDICATED WI- FI, AUDIOVISUALS

Access the **reserved area**
[Services > Audiovisuals & Internet](#)

BOOK YOUR SLOT AND PARTICIPATE IN THE EVENTS PROGRAMME

The wide and qualified programme of conferences, seminars, and events is the flagship of Didacta Italia, and allows to explore the main themes of the school world and of training for Italian teachers and school managers – environmental education, sports, technology, metaverse, school architecture, and furnishings.

A scientific committee co-ordinated by INDIRE ensures the greatest quality.



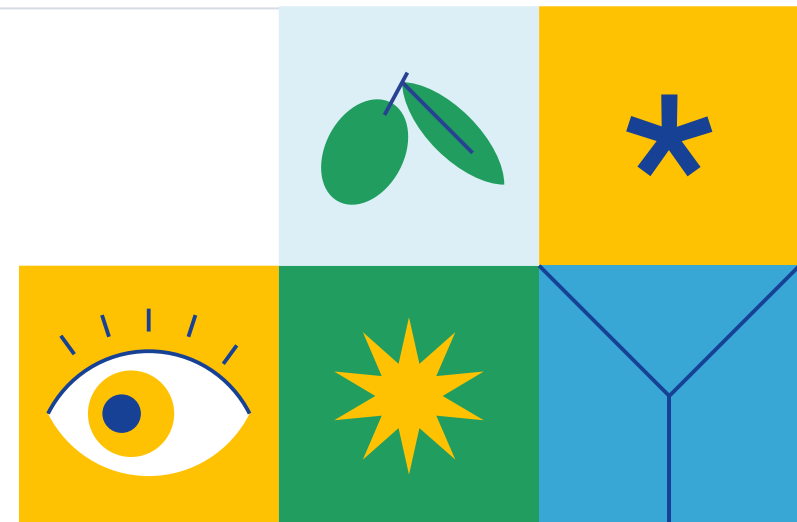
WORKSHOP ORGANISATION

Reserved for exhibitors

You can rent different sized rooms to organise your own event at the Fair (every slot has a duration of 50 minutes).

ROOM UP TO 120 PAX	€600 /slot 50'
ROOM UP TO 80 PAX	€400 /slot 50'
ROOM UP TO 25 PAX	€200 /slot 50'

All rooms are equipped with audiovisuals (computers, video projector or monitor, microphone, sound system).



VISIBILITY & NETWORKS AT DIDACTA ITALIA

WEBSITE

+230,000 users*

+860,400 page views*

(*data from the last 12 months)

SOCIALS

+66,100 Followers

Facebook, Instagram, X, LinkedIn



DIGITAL COMMUNITY

Teachers and creators become creative key players at the Fair thanks to the **#SOCIALPROF** area.

@lafisicacheciplace @maestro libero
@maestragiulia91 @laprofspettinata
@profsoniacannas

E-MAIL MARKETING

Targeted communication for the Didacta Community, made up of over **43,360** subscribers, including companies, teachers, and school managers



PROMOTE YOURSELF AND LET THE DIDACTA AUDIENCE GET TO KNOW YOU!

Discover and buy our packages and services

Reach a global audience of educators in the school world thanks to our Newsletters and to social channels, in addition to other digital opportunities designed for you

Benefit from the digital **SHOWCASE**, a commercial tool tailored for you.

Direct contacts with clients, a **database of over 43,360 subscribers**, in addition to over **66,100 followers** on social media, web marketing campaigns, and customised solutions.



MARKETING SERVICES

Presence in the SHOWCASE section of the exhibitor’s website with a dedicated page available online all year round: description of the company with 1 video and photo gallery (max. 8/10 photos); inclusion of 3 highlight products	€300
Article in the Exhibitors’ Magazine (with link to SHOWCASE page if activated)	€200
1 piece of news in the periodic newsletter with logo, short text, and direct link to the Exhibitor’s website	€250
1 Organic Post on LinkedIn or Twitter about the Fair and 1 customised story on Instagram before the Fair	€400
1 Theme carousel featuring highlights on Instagram/Facebook feeds + reminders as stories before the Fair	€200
Story at the booth curated by Didacta’s staff, with content editing and production	€230
Live stories on a leading event to be filmed at the Fair	€100

All contents are curated by the Exhibitor with the express approval of Firenze Fiera.



PROMOTIONAL VIDEO PACKAGES

A video service designed to show your moments at the Fair – visitors at your booth, workshops, and events, products, and novelties.

VIDEO EVENTS AT YOUR BOOTH

<p>1'</p> <p>Full video of the event with fixed camera on the speaker, audio recording and general coverage</p> <p>Delivery: Footage delivered after the Fair.</p> <p>€300 + VAT</p>	<p>2'</p> <p>Video recap of the event at the exhibitor's booth of about 90 seconds, 9/16</p> <p>Delivery: FullHD editing delivered within one week after the end of the event in various formats.</p> <p>€600 + VAT</p>	
---	--	---



PROMOTIONAL VIDEO PACKAGES

A video service designed to show your moments at the Fair – visitors at your booth, workshops, and events, products, and novelties.

VIDEO INTERVIEWS

1'

1-minute video with details and activities at the booth

Production:

- Troupe with 1 filmmaker
- FullHD editing

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€350 + VAT

2'

2-minute video with details and activities at the booth

Production:

- Troupe with 1 filmmaker
- FullHD editing

Delivery:

FullHD editing delivered within one week after the end of the event in the various formats suitable to be published on social media

€650 + VAT

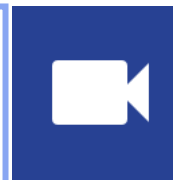


PHOTO SHOOTS



Photo coverage at the booth

€100/hr*

* All photographs will be delivered in any format requested, during the week after the event.

Other types of services – on quotation



BRANDED CONTENT OFFER RESERVED TO SPONSORS

Dedicated branded content page on the main online and offline national and regional newspapers, and on trade publications

CORRIERE DELLA SERA

la Repubblica

QN **IL GIORNO**
Quotidiano Nazionale **il Resto del Carlino**
LA NAZIONE

CORRIERE FIORENTINO

LA NAZIONE

R
Firenze

Orizzontescuola.it

(*) Quotation on request, customised according to the spaces requested.
The offer also includes journalist support and an AVE service (ADVERTISING VALUE EQUIVALENCY)



INFO & CONTACTS – ORGANISING SECRETARIAT OF THE FAIR



FAIR PROJECT MANAGEMENT

Simona Tosi
+39 055 4972241
+39 334 1447270
tosididacta@firenzefiera.it

COORDINATION OF THE ORGANISING COMMITTEE

Anna Paola Concia
(Collaboration)
apconcia@gmail.com

COORDINATION OF THE SCIENTIFIC PROGRAMME OF INDIRE

Content Director
Giovanni Biondi
(Collaboration)
responsabile.scientifico.didacta@firenzefiera.it

INDIRE
Federica Toci
Speakers, Operational Co-ordination of the Programme
f.toci@indire.it

EXHIBITORS SALES OFFICE

Debora Daddi (Collaboration) Technology, Hardware & Software, Industry 4.0, Automation, Robotics, Environments, Furnishings, School Architecture
+39 055 4973019 / +39 347 6597541
consulentedaddi.didacta@firenzefiera.it

Costanza Magni
Institutional Department
+39 055 4972239 / +39 334 1446664
magni.didacta@firenzefiera.it

Martina Cappelli
Publishing & Trade Press, Educational Games, Stationery & Accessories
+39 055 4973241 / +39 335 1840607
cappelli.didacta@firenzefiera.it

Giulia Baccianti
Training, Language Training, Study Trips, Museum Education, Food Education, Haute Cuisine
+39 055 4973439 - +39 334 6141119
baccianti.didacta@firenzefiera.it

Marika Cassese
Physical Education, Sports, Green & Environmental Education, Professionals & Higher Technical Institutes, Music, Arts, Theatre
+39 055 4973303 / +39 335 1898584
cassese.didacta@firenzefiera.it

GENERAL PROGRAMME OF EVENTS TEACHERS SECRETARIAT

didacta@firenzefiera.it

TECHNICAL/SET-UP DEPARTMENT

Maurizio Chicchi
Manager
+39 055 4972224
chicchi@firenzefiera.it

Chiara Rigoli
+39 055 4972211
rigoli@firenzefiera.it

Bianca Benelli
+39 055 4972222
benelli@firenzefiera.it

PRESS & COMMUNICATION

FIRENZE FIERA

Fiamma Domestici
Press Office
+39 055 49722243
+39 334 1446710
domestici@firenzefiera.it

Barbara Del Bene
Web Communication & Social Media
+39 055 4973540
+39 334 1447243
delbene@firenzefiera.it

INDIRE

Patrizia Centi
+39 055 2380632
+39 3382502237
comunicazione@indire.it

Luca Rosetti
+39 320 0121293
comunicazione@indire.it