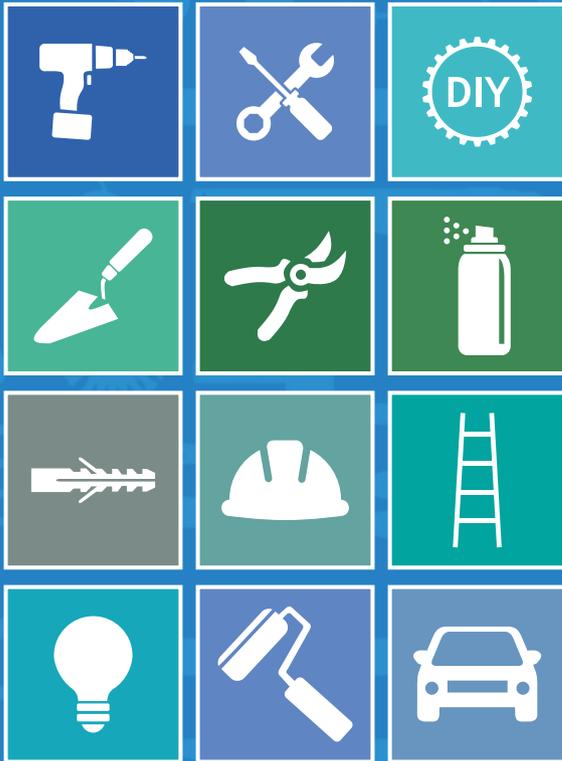


INTERNATIONAL
HARDWARE FAIR
ITALY

powered by
EISENWARENMESSE

8-9 May 2025 - Milan Bergamo



INTERNATIONAL

HARD WARE FAIR

ITALY

Hardware | Safety | Building | DIY | Colour
Garden & Outdoor | Electrical | Automotive

8-9 May 2025 | **INTERNATIONAL HARDWARE FAIR ITALY**



INTERNATIONAL HARDWARE FAIR ITALY

After the great success of the first edition, International Hardware Fair Italy, powered by EISENWARENMESSE, will be back on 8-9 May 2025 at Bergamo fairground.

More than 300 exhibitors and e 5.300 visitors attended the show dedicated to hardware, DIY, building, safety, garden&outdoor, colour and electrical sectors.

THE NEW LEADING PLATFORM

A major event for the Italian and European market that will attract a professional audience for two days of b2b meetings.

An international trade fair, in an ideal setting, to present the latest innovations and set up relationships with new business partners.



Play the two day event video

WHY EXHIBIT: 10 GOOD REASONS

1

A MAJOR TRADE FAIR FOR THE HARDWARE SECTOR IN ITALY

The industry professionals workers from all over Europe will have a Koelnmesse appointment every year: Cologne in even years and Bergamo in odd years.

2

AN INTERNATIONAL FAIR

International Hardware Fair Italy addresses its natural international vocation not only to Italian but also to the European market in terms of visitors and exhibitors.

3

A COMPLETE PRODUCT RANGE

The event involves a wide range of different areas to offer visitors a complete set of products. Tools, DIY, Fixing, Building, Safety, Colour and Paintings, Electrical, Garden and Outdoor.

4

MATCHMAKING: QUALITY MEETINGS

One-to-one meetings, onsite or online, between exhibitors and selected distributors. The pool of distributors will include leading brands of hardware distribution and large-scale retail, both Italian and international.

5

THE DATES

The second edition of International Hardware Fair Italy will be held on Thursday 8 and Friday 9 May 2025. Two ideal days to suit every category of visitor.

6

LOCATION

Bergamo fairground is a modern exhibition centre in a central location, with an extensive transport network from Italy and abroad. With wide parking facilities and logistics optimised for exhibitors.

7

AN INNOVATIVE, "EXHIBITOR & VISITOR FRIENDLY" FORMAT

Everything is conceived to allow exhibitors and visitors to focus on business in a friendly environment, in a quick and efficient manner. Practical parking lots are just a few metres from the entrance of the fair.

8

MANY EXHIBITING SOLUTIONS

A wide range of solutions are available. Without space limitation and the possibility for companies to bring their own set up or to choose pre-assembled booths.

9

PROMOTION TO VISITORS

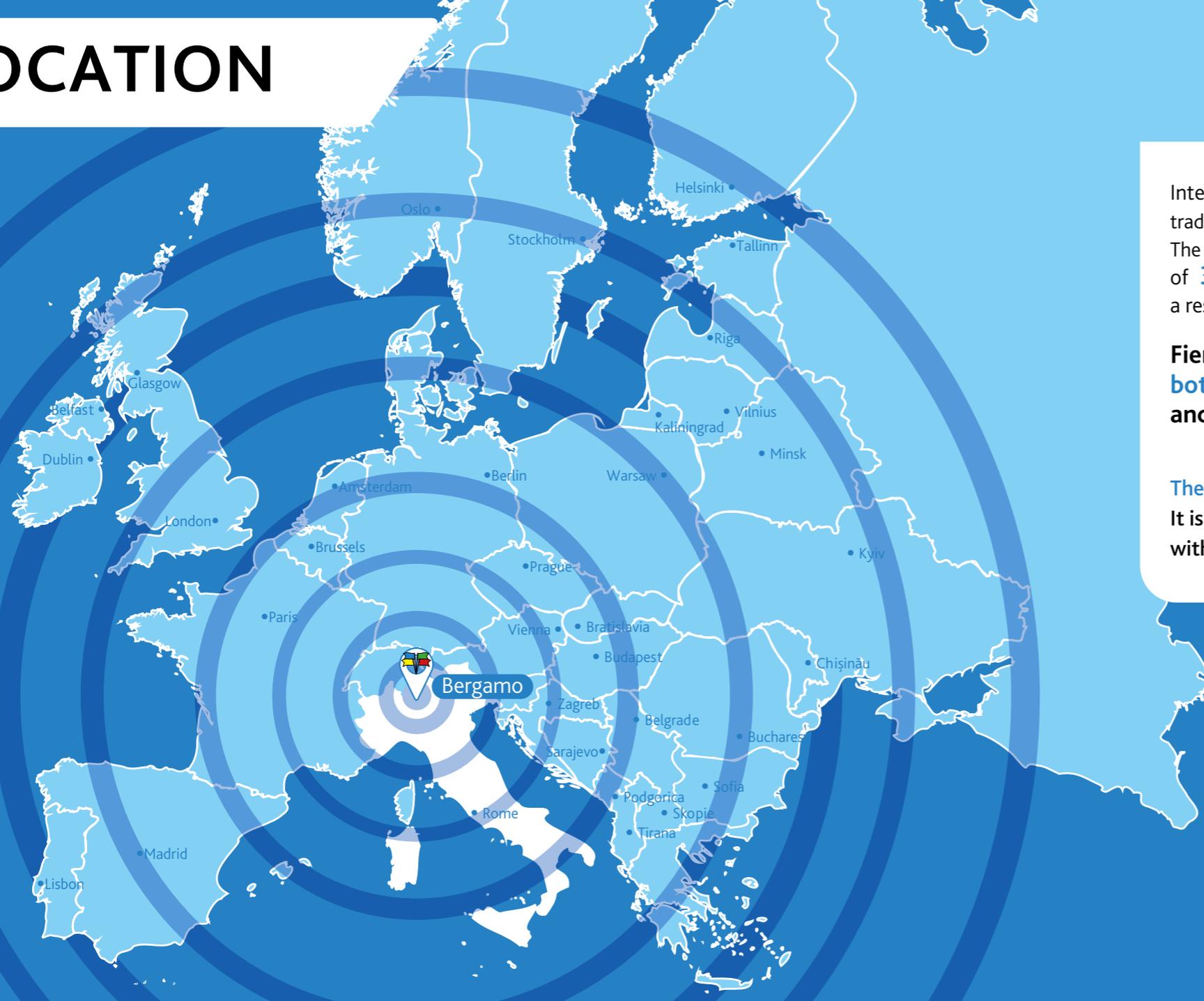
The synergies with International Hardware Fair Cologne in promotional activities will drive the participation of Italian and international visitors from all of the involved categories.

10

CONGRESS AND WORKSHOP

International Hardware Fair Italy will be more than a trade show. Besides the exhibition, the fair will offer unique opportunities for training and talks during high-level congresses and workshops.

LOCATION



International Hardware Fair Italy will be held at **Fiera di Bergamo**, a large and modern trade fair centre in the heart of Lombardy.

The fair ground includes an indoor area of **16,000 square metres**, an **outdoor** area of **35,000 mq**, a conference centre with **440 seats**, multifunctional rooms, bars, a restaurant, a self-service and **2,400 parking lots** near the entrance.

Fiera di Bergamo, can be easily reached by car and public transport both from Italy and abroad. It is located on the Bergamo ring road and can be reached easily from the A4 Milan-Venice freeway.

The international airport "Il Caravaggio" is only three kilometres away from the fair. It is Italy's third main airport by number of passengers and connects Bergamo with 135 destinations in 37 foreign countries.



500 mt
From the
ring road



3 km
From
the airport



3.5 km
From the
railway station



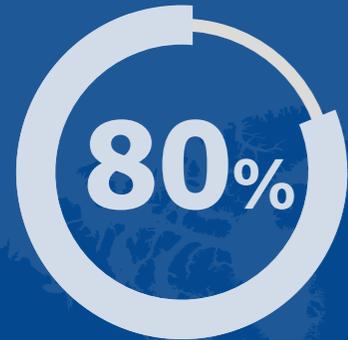
4 km
From the
city centre



8 km
From the
old town

The fair offers exhibitors and visitors a free shuttle bus service to and from the airport and the railway station.

2023 VISITORS STRUCTURE



ITALY



EUROPE



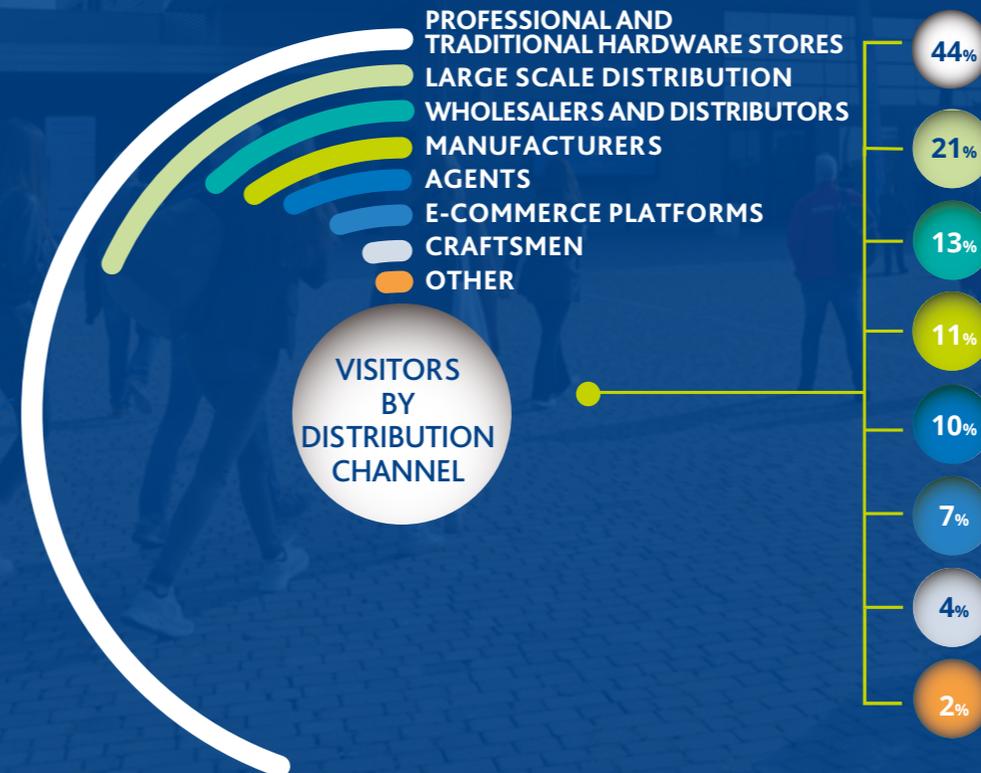
REST OF THE WORLD

VISITORS BY GEOGRAPHIC AREA

5,300 VISITORS

FROM 30 COUNTRIES

INTERNATIONAL **HARDWARE FAIR** ITALY



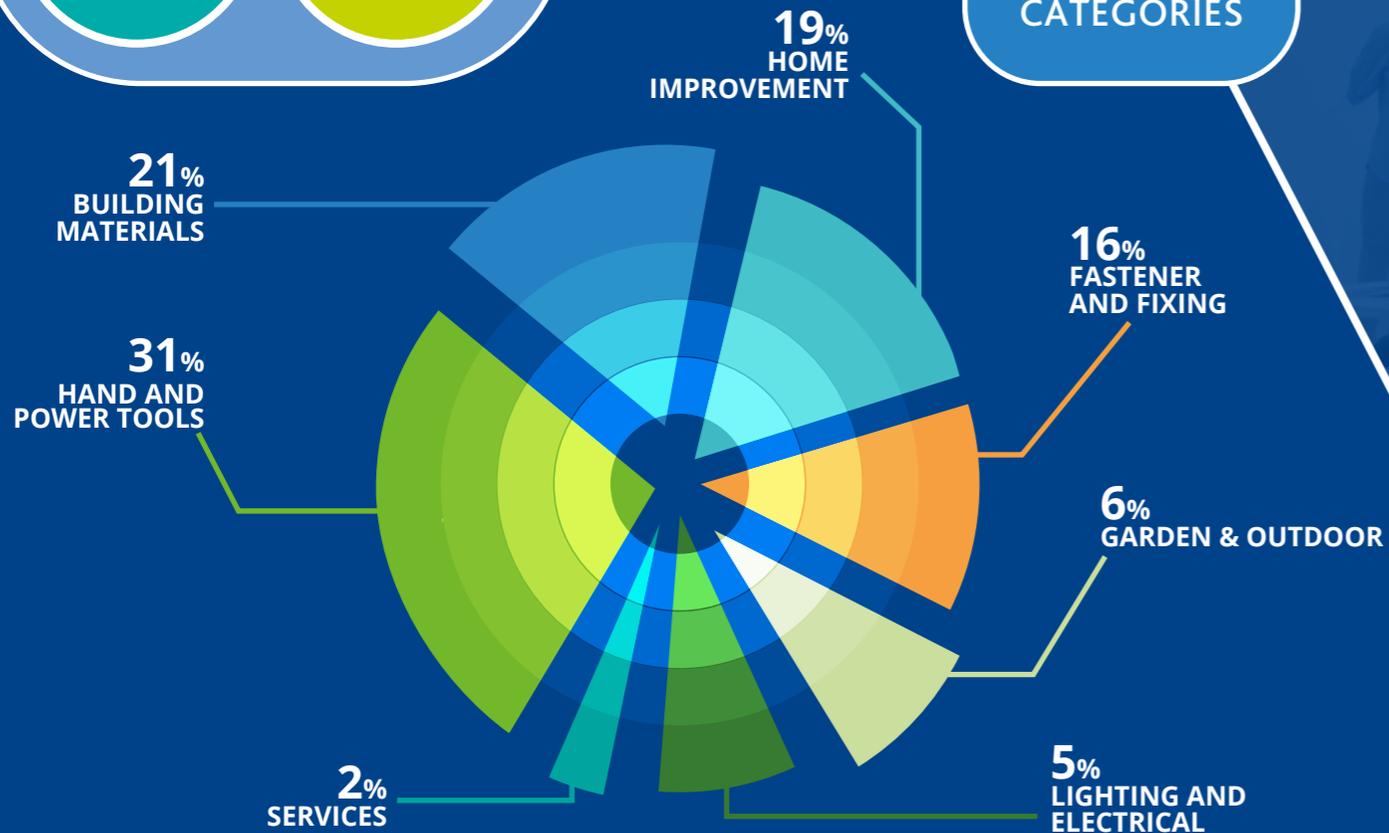
2023 EXHIBITORS STRUCTURE

INTERNATIONAL
HARDWARE FAIR
ITALY

302
EXHIBITORS

FROM
20
COUNTRIES

EXHIBITORS BY PRODUCT CATEGORIES



EXHIBITORS PER COUNTRY

APPLY WITHIN
31 MAY 2025
AND BENEFIT FROM
THE **EARLY BIRD**
DISCOUNT

EXHIBITING SOLUTION

International Hardware Fair Italy provides exhibitors with different ways to participate at meetings **according to everyone's needs and desires** as well as budget, communication strategy and goals of each company.

RAW SPACE:

The ideal solution **for larger areas**, where exhibitors can use their own set up and create a place that suits their identity and corporate image.

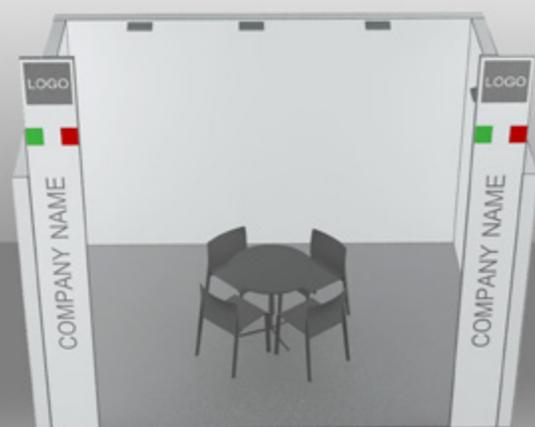
PRE-ASSEMBLED STANDS:

Modular stands, **from 12 square metres up to 48 square metres**, with a defined structure (partially customisable). A practical solution which minimises the organisational effort and the activity of setting up and dismantling.



RAW SPACE

PRE-ASSEMBLED STAND



BOULEVARD



BOULEVARD:

A smaller solution (2.5 or 5 wall) that includes a desk to welcome visitors and a display wall to present your products.

A large external area is also available for those companies who need more space and height or for special activities (trucks, demonstration areas, ...).

SPONSORSHIP PACKAGES AND SHOWCASE PLATFORM

SPONSOR

To increase visibility and guarantee further prestige to your participation, **exhibitors can become sponsors of the fair** by subscribing to one of the 3 specifically designed packages.

The 3 packages are **Silver, Gold and Main Sponsor**, which are combined with the corresponding showcase package - Standard, Plus or Extra.



Watch the sponsors' opinions of the 2023 edition

DIGITAL SHOWCASE

An online platform dedicated to the promotion of exhibitors of International Hardware Fair Italy and their products.

A company Showcase structured on two main pages:

HOMEPAGE

Where exhibiting companies are presented, with their logo, booth location and link to their **SHOWCASE**

The **SHOWCASE** is a space dedicated to presenting the company and its products. In this area you can enter your company profile, products with description and pictures,

videos, data sheets, downloadable documents and complete company details.

PRODUCT NEWS PAGE

This is the page dedicated to company novelties.

Each news item is presented with text, product image, link and a useful 'Information Request' form.

Products can be updated throughout the year.

[GO TO DIGITAL SHOWCASE 2023](#)



MATCHMAKING

The matchmaking activity during the show was much appreciated by the exhibitors, facilitating meetings between companies and selected distributors.

More than 200 appointments took place over the two days, thanks to the collaboration of national and European partners specialised in the respective sectors.

Again in 2025, exhibitors at International Hardware Fair Italy will be able to benefit this valuable service free of charge.



SPECIAL EVENTS

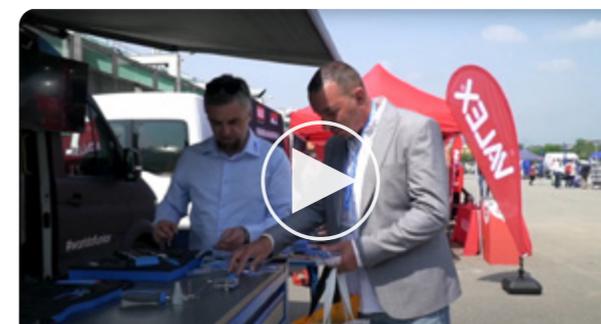
International Hardware Fair Italy more than a trade fair.

CONFERENCES AND AWARDS

The exhibition area is completed by an extensive programme of side events: high-level conferences, to keep up to date with the innovations and future trends in the industry.

OUTDOOR AREA

Visitors of International Hardware Fair Italy will be able to enjoy a large outdoor area, product tests, presentations and demonstrations of the latest innovations, trucks, meetings with experts, as well as show-cooking activities and food and beverage areas.



▶ Play Outdoor area video edition 2023

You will find all this and much more at **International Hardware Fair Italy.**
All in one event.



▶ Play Matchmaking video edition 2023



KOELNMESSE: GLOBAL COMPETENCE IN HARDWARE



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