

HOMI and CAPE2MILANO fieramilano 14-17 September 2018

HOMI is the great project of Fiera Milano dedicated to people and different lifestyles. A new dynamic path driven by design and Made in Italy quality, where exhibitors and sellers meet to define the shopping experience of tomorrow.

The project takes shape via its name: HOMI. It is simple, intuitive and full of meaning. Where the "O" makes reference to the symbolic circle around people and their worlds and the "MI" pays homage to the city of Milan..

HOMI is an innovative business opportunity for those working in the lifestyle industry

Fieramilano, with its 345 thousand sqmeters of indoor exhibition space and 60 thousand sqmeters outdoor, it is one of the biggest and more functional exhibition centres in the world. Placed in the outskirts of Milano the fairground is served by subway and railway and offers over 10 thousand parking spaces for visitors and 5 thousand parking spaces for exhibitors. It is made of 20 large pavilions on either side of a pedestrian walkway over 1 kilometre long and can count on a huge convention centre.

From Business to Business

Over 160.000 visitors -18% foreign

3000 Top Buyers -75% foreign

B2B Match making

2870 exhibitors

My matching

Business lounge

Area inclusive

The winter range collection takes place in Milan from the **14th of September up until the 17th of September 2018**. Deadline for participants to secure their position is the 12th of June 2018.

The participation fee includes the following services:

Stand name signage

Technical assistance during the period of the exhibition and during stand fitting and dismantling

General surveillance and fire prevention at exhibition halls

Stand cleaning

Installed power supply of up to 5KW

Fire extinguishers

Local taxes on advertising

Payment of royalties stemming from any audio-visual installations on the stands that are subject to obligatory requirements.

The registration fee includes the following services:

Entry data in the official online catalogue

Entry data on the official catalogue on pendrive and supply of a copy

Entry data on the pocket guide and supply of a copy app for smartphone (Apple and Android)

Exhibitors electronics passes
Promotional coupons (upon request)
150 on-line invitation codes (valued at € 0.50 each)
Intellectual Property Service.

Cape2Milano services includes:

Overlooking all of the above
Making sure all the necessary documents are in order and follow up on custom regulations
Overall exhibition design
Social media coverage through our channels
Organization of accommodation and transport (live cost will be payed by clients)
Whether you will be present in person or not we will make sure that our team will be watching over your products and promoting them to the buyers in both English and Italian

Any other specifications required for decor purposes such as mirrors mannequins, ladders, sound equipment, display equipment etc we can provide you at an additional cost once agreed with the Cape2Milano team and the designer.

The cost for exhibiting would depends on the space you require:

For 8 sqm with 1 side open for buyers is € 3.686,00

For 6 sqm with 1 side open for buyers is € 3.281,00

These fees include all the Cape2Milano services, insurance by HOMI and registration fees.
If you would like to have more than one open side facing the buyers or more space, please contact Cape2Milano and we will work out a precise estimate for you per square meter.

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Inspiring new ways