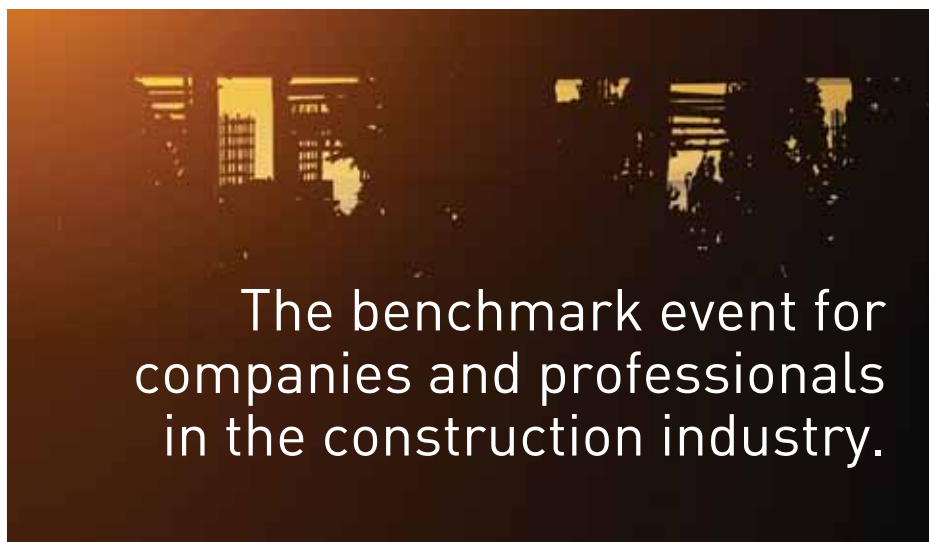




SAIE

The Building Fair
design, construction, plants



ITALY BOLOGNA

9/12 October 2024

Project and direction

 **senaf**
MESTIERE FIERE

In partnership with

 **Bologna
Fiere**

 **tecniche nuove**

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THE PROJECT



The reason why
SAIE is a "new" **SAIE**

In the 1960s, **SAIE** was born in Bologna: in the Italy of the economic boom, the great development of building and infrastructure sector found its elective home in a far-sighted and visionary project that immediately took on an essential role in the country's development.

In 2018, **Senaf**, Italy's leading trade fair organiser, commits to Bologna Fiere for the relaunch of SAIE: this marked the start of a new path for SAIE, which, as the latest successful editions testify, has once again become recognised by the **market as the reference exhibition for the whole building industry**.

The innovative distinguishing features

- **return to annuality** and alternating positioning between the historic Bologna and Bari venues to broaden the reach of the event to the entire national territory;
- **focus on** Design, Building, Installations, the main themes for the entire building supply chain for comprehensive information and evaluation of the 'built environment';
- **strategic repositioning towards the 'construction site'** with content designed for companies, manufacturers, the distribution, designers, applicators, workers and installers;
- a **dynamic format** made up of demo areas and activities focused on product and material innovation, on digitisation, with insights into the latest developments in the sector and new construction techniques;
- a **modern grouping by identifying elements** to highlight the topics of greatest interest to the market, making them consistent with the requirements of the trade fair project;
- an **effective involvement** of institutional and **technical associations**.

SAIE is therefore a new exhibition that does not forget the past and looks to the future already present: the place where the construction community finds inspiration by evaluating the latest innovations proposed by companies that have understood the importance of being there as our exhibitors.



THE SECTORS OF SAIE

The **construction** supply **chain** in one **unique** event



- Building materials and technologies
- Industrialised facilities and systems
- Finishings and internal partitions
- Waterproofing, chemicals for construction
- Insulation and finishing systems for outdoor environments
- Outer shells, doors and windows
- Flooring, cladding and bathroom fixtures
- Land reinforcement
- Earth moving and lifting vehicles
- Drilling and tunnelling
- Work site equipment and products
- Site safety



- Electric systems for buildings Remote building control
- Digital Buildings, Smart Homes and Digital Cities
- Automation, access control systems, anti-burglary systems
- Solar, photovoltaic and energy production installations
- Ventilation, air conditioning and heating systems
- Lighting systems
- Installations for sports and outdoor facilities
- Smart infrastructures
- Fire-fighting plants and systems



- BIM, Building Information Modelling
- Augmented reality, instruments, systems and applications
- Design, control and management software
- 3D printers, Digital manufacturing, digital platforms
- Instruments for surveying and measurement, drones, geospatial technologies



- Consultancy services (professional, technical, financial)
- Design, engineering and architecture firms
- Building maintenance and administration
- Associations
- Technical and media publications



THE INNOVATIVE CONTENT AND THE VISITORS

Special initiatives for exhibitors



Ediltrophy, Aluminium, Technical Finishes and Colors, Plant Engineering, Concrete, Machinery and Equipment, Floors and Wall Coverings, Windows and Doors, Building Energy Efficiency, Prefabrication

Numbers of SAIE Bologna 2022



37,642
professionals

311,838

profiled and updated
professionals of SAIE reached
by direct communications

THE COMMUNICATION CAMPAIGN

182 radio spot

22 adv
on newspaper

106 adv on
technical magazines

382 articles on
technical magazines

Type of Visiting Company

Professionals

- Builder
- Planner
- Installer
- Applicator
- Tile Layer
- Window and door manufacturer
- Developer
- Designer
- Painter
- Building Manager
- BIM Manager
- Purchasing Manager
- Sales/Marketing Manager

Fields of work

- Building Company
- Maintenance
- Technical office, planning, design
- Plant installation company
- Retail / Wholesale
- Production
- Real estate
- Services
- Software
- Government - Central /Local Authority
- Paint Factory
- Facility Management



EXHIBITING IN SAIE BOLOGNA

Promotional rates valid 'till 31/01/2024



Numbers of SAIE Bologna 2022

*Data from Customer Satisfaction SAIE

430
Exhibitors

92% is satisfied
with the event

89% would recommend
the participation at
the fair to a colleague
and/or companies
of same sector

92% declares to have
met qualified
visitors for their
own business

RAW SPACE

Fit-out to be carried out by the exhibitor. RAW SPACE IN PAVILION

Solutions for companies with their own booth, starting from 24 sqm 151.00 per sqm

AVAILABLE SIZES: 24 sqm with 1 free side • 24/32 sqm with 2 open sides • from 48/64 sqm with 3 open sides • from 64 sqm and more, islands with 4 open sides

MACHINERY RAW SPACE: Solutions for companies with their own booth from € 126.00/sqm in the Halls and € 71.00/sqm Outside

STAND WITH BASIC FITTING ALL INCLUSIVE

Compulsory for stands from 16 sqm to 24 sqm

This formula includes: fabric walls (3 metres), fascia board with company name, carpet, a table, 3 chairs, lighting system, multi-socket, kit for hanging signs (4 hooks with wire), coat hanger.

€ 241.00/sqm (area € 151.00/sqm + fitting € 90.00/sqm) + € 12.00/sqm for technical services + registration fee € 540.00



STAND WITH PRESTIGE FITTING ALL INCLUSIVE

For stands from 32 sqm

This formula includes: fabric walls (4 metres), fascia board with company name, carpet (carpet colour to select from proposed range), graphics on walls (as proposed), 1 desk, 4 chairs, coat hanger, waste paper basket, stool, locker, 2 showcases, closet, lighting system, multi-socket kit for hanging signs (4 hooks with wire).

€ 281.00/sqm (area € 151.00/sqm + fitting € 130.00/sqm) + € 12.00/sqm technical services + registration fee € 540.00



START FORMULA ALL INCLUSIVE

Special areas from 12 sqm

Only for companies at their first participation.

This formula includes: area, fitting, technical services, registration fee.

€ 3,150.00 all inclusive



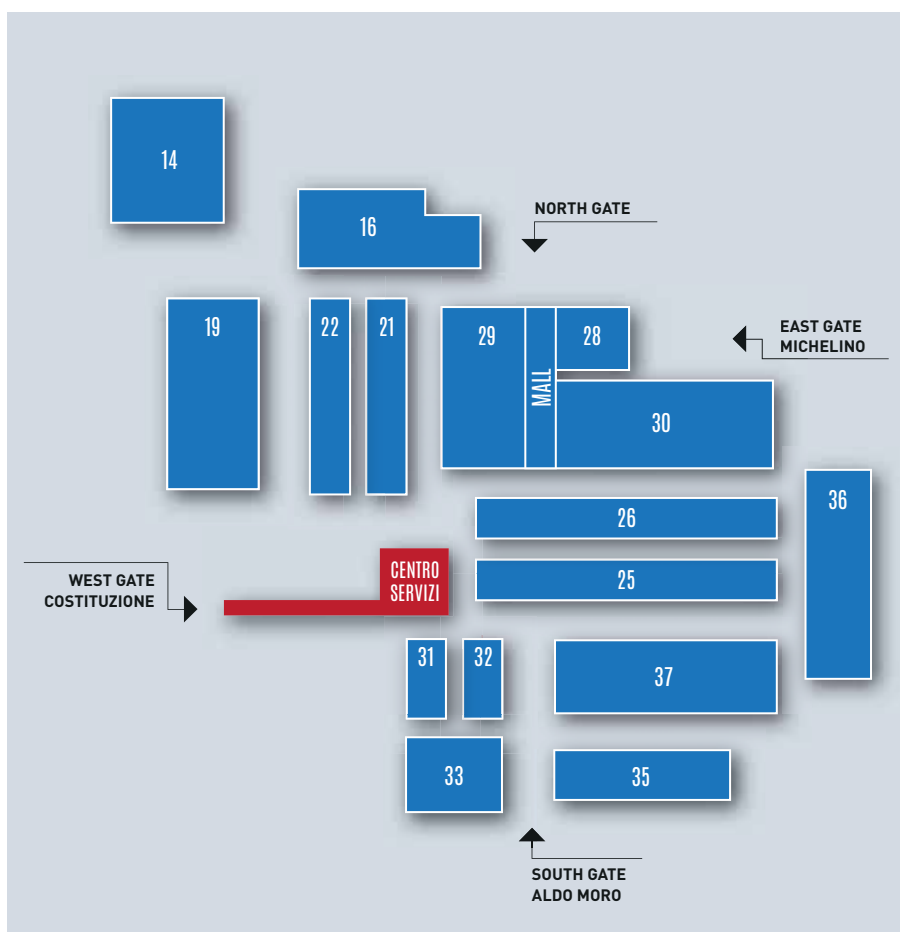
All images are for illustrative purposes only



Bologna, 9/12 October 2024



**BolognaFiere
Exhibition Centre**
Piazza Costituzione 6
40127 Bologna - Italy



Sponsorships and collaborations last edition



Project and direction



In collaboration with



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