



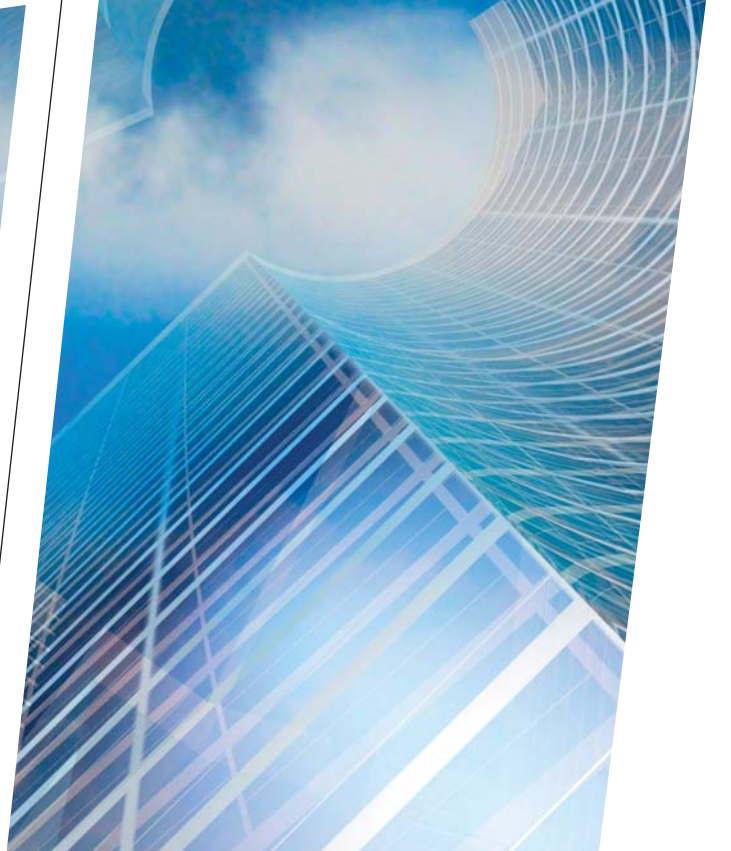
SAIE

Bologna, 21/24 October 2020



The Building Fair

Design, construction, plants



Project and direction



In collaboration with



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Constructions at the heart of SAIE

SAIE is reinventing itself, placing the construction system at the heart of the event, as confirmation of its role as a veritable commercial, training and information nexus for professionals of the entire sector. A historic event which has evolved in response to new requirements of professionals who design and carry out construction and installation works. At SAIE, visitors will find all technological innovations in a single event, along with the most evolved materials and useful solutions for satisfying requirements established by new construction and management techniques.

SAIE 2020

Competence. An event which can count on a database of over 260,000 professionals active in the sector, profiled, built and updated during all 54 editions of SAIE.

Evolution. An event which tackles all changes in regulations and market trends, giving visibility to products, services and technologies which contribute towards innovation in the sector.

Supply Chain. A single event promoting the entire construction chain: from design to production, maintenance and management. An all-round event for the proposal of residential, industrial and tertiary sector construction; for the design of private and public works; for infrastructure facilities and everything regarding built environments.

Business. Reference point for companies presenting products, methods and tools to make the sector safer, more efficient, collaborative, profitable and sustainable.

Direct contact. An occasion to acquire hands-on knowledge of Italian know-how, an immersive experience for visitors and direct contact with innovative products and technologies.

Internationalisation. SAIE encourages meetings with foreign and international buyers, thanks to its intense matching programme.

Networking. Collaboration with major associations and professional registers has resulted in a rich calendar of events and training opportunities, further enriching contents available to visitors.

Innovation, the heart of SAIE 2020

There will be extensive coverage of Innovation and starting from the Services Hub, the venue of SAIE Eccellenze, reaching out to all Sectors at the event, transforming it into a veritable Innovation Laboratory.



Sector Macro-products

Design and Digitalisation

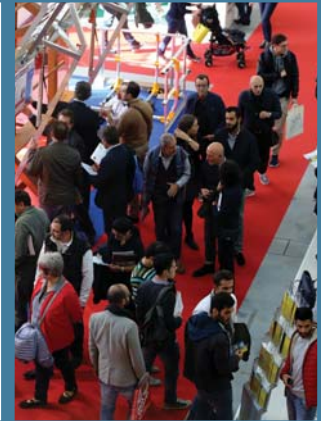


- Design, control and management software
- BIM, Building Information Modelling
- Instruments for surveying and measurement, drones, geospatial technologies
- Augmented reality, instruments, systems and applications
- 3D printers, Digital manufacturing, digital platforms

Construction



- 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



Plants



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

Services and Media



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

Visitors



più di **40.000** PROFESSIONALS PRESENT

19 SPECIAL INITIATIVES

227 CONVENTIONS

10 FOREIGN DELEGATIONS

Reason for visit

70,2 %
Discover all the latest

67 %
Information on products and services

45,5 %
Training, technical refreshment

Decision-making powers of SAIE visitors

76,8 %
Decide directly

13,4 %
Influence choices

Type of Visiting Company (%)

45,18 Design/Engineering

19,40 Construction Firm

9,65 Specialised Firm/Installation

7,74 Specialised Consultancy

6,43 Purchasing /Developer/Buyer/Condominium Management services

7,68 Distribution/Resale/Manufacturing companies

2,62 Education

1,30 Bodies/ Associations



Special initiatives. The places of excellence

SAIE reinvents itself

Special SAIE initiatives promote applicative products and solutions by telling the story of real-life projects, with the participation of suppliers, designers, clients and installers.

An iconographic account is developed, with models, cross-sections, products, as part of an architectural project, supported by a programme of interventions providing an effective description of the presented project. The exhibition of products and numerous special initiatives means that technicians can gain first-hand experience of applicative solutions. Demonstration courts, courses and technology spot-lights for a unique visitor experience.

FOCUS

- Maintenance
- Regeneration
- Infrastructures and local area
- Energy efficiency
- Demolition and reconstruction
- Seismic recovery and protection
- Work site set-up and Safety
- Work site digitalisation
- Topographical surveying
- Building salubrity
- Finishings and decorations
- Dry masonry construction
- Smart/Digital cities
- Sustainable construction
- Consolidation and reclamation
- Urbanisation and environment
- Electric work site vehicles
- Smart buildings
- Social Housing

SAIEDUEMILAVENTI

New commercial relations, professional and profiled targets,
new distribution and sales channels, consolidation of company
image



Advantages for the exhibitor

4 reasons to be a part of SAIE 2020

1. Involve, inform and network with operators actively seeking innovative technologies and safety solutions for the land, for energy requalification, the design, construction and excellent maintenance of built assets
2. Opportunity to present case studies and best practices in Areas of Excellence, Arenas, Squares, also through different forms of partnerships
3. Help SAIE visitors understand and implement new legislative provisions of the Tender Code and the Decree on the implementation of safety measures of buildings at seismic risk, to leverage financial opportunities of the "Eco and Sisma Bonus" funds
4. Opportunity to present latest developments, emerging systems and technologies showcased at the Services Hub dedicated to Built Environment Innovation

The exhibition in numbers: 2018

40.000 Square metres
430 Exhibiting companies
3 Themed paths

The Promotion

The Floor plan

35.000 Copies free to visitors

6.043 Follower

37.896 People given

19.914 Interactions

7.469 Follower

79.4K Views



| | |
|---------|--|
| 39 | Advertising pages in daily newspapers |
| 145 | Radio advertisements |
| 98 | Newsletters sent |
| 101 | Advertising pages in technical magazines |
| 55 | DEMs on technical portals |
| 61 | News items in daily newspapers, periodicals, press agencies and on the radio |
| 43 | Reviews in specialised national and local Italian and foreign magazines |
| 260.000 | Professionals reached out to with information newsletters |
| 784.774 | Pages of the website visited |
| 189.365 | Visits to the website |

SAIE 2020 makes room for and gives a voice to:

All the sector's finest, showcasing the entire chain, from design to construction, a generator of sheer excellence offered to national and international professionals, with particular regard for the key issues of recovery, seismic safety, sustainability, digitalisation, infrastructures and land protection

Companies which combine tradition and quality which are rethinking their product for an evolving market

Businesses which are testing and working on new systems, technologies, services and distribution networks opening out towards a new era of industrialisation for 4.0 constructions

Companies dedicated to digitalisation: from BIM to Digital Manufacturing, augmented reality, robots and 3D printing for the industrialisation of processes, from geospatial to drones and 3D surveying, from IOT to cognitive buildings

Producers of work site machinery and technologies, which are transforming work places, also in connected, digital and not to mention safe, connected areas

Service companies providing consultancy for increasing the efficiency and rationalising supply chain processes, towards a 4.0 construction sector

Designers, Research Centres, Universities and **start-ups** dedicated to designing excellence, innovation and qualifying the built

Advertisement planning

All major communication channels will be used, including specialised magazines, professional profiles, DEMs, newsletters, social networks, conventions, road shows, daily newspapers, radio, in addition to collaboration with Gruppo Tecniche Nuove and the magazines Arketipo, Area, CIL Costruire in Laterizio, Imprese Edili, Commercio Edile, Macchine Edili, Serramenti e Design, Il giornale del Serramento, Porte e Finestre, Commercio Idrotermosanitario, RCI, GT, ZeroSotto- Zerro, Luce&Design, L'impianto Elettrico, Elettro, Sicurezza, Watt Elettrofor- niture, Ristrutturare la Casa e Ambiente e Sicurezza, 01 Building



RAW SPACE

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

Solutions for companies with their own booth, starting from 16m² € 144,00 per m²

AVAILABLE SIZES : 16/20 m² with 1 free side • 24/32 m² with 2 free sides • from 48/64 m² with 3 free sides • from 64 m² and more islands with 4 free sides

MACHINERY RAW SPACE: Solutions for companies with their own booth from € 99.00 per m² in a Pavilion and € 64.00 per m² Outside

STAND WITH BASIC FITTING ALL INCLUSIVE

Compulsory for up to 24 m² and for stands from 16 m²

This formula includes: area with 1 open side, fabric walls (3 metres), sign with company name, carpet, a table, 3 chairs, lighting system, multi-socket courtesy kit for hanging signs (4 hooks with wire), coat hanger, +3kW power, connection and wi-fi every 24 m²

€ 224.50 per m² (area € 144.00/m² + fitting € 70.00/m² + € 10.5/m² technical services)



STAND WITH PRESTIGE FITTING ALL INCLUSIVE - For stands from 32 m²

This formula includes: area with 1 open side, fabric walls (4 metres), sign with company name, carpet (carpet selected from proposed range), a table, 3 chairs, graphics on walls (as proposed), reception with 2 stools, closet, lighting system, multi-socket courtesy kit for hanging signs (4 hooks with wire), waste paper basket, coat hanger, +3kW power, connection and wi-fi every 24 m². **€ 244.50 per m² (area € 144.00/m² + fitting € 90.00/m² + € 10.5/m² technical services)**



START FORMULA ALL INCLUSIVE - Special areas from 12 m²

This formula includes: area with 1 open side, fabric walls (3 metres), sign with company name, carpet, a round table, 3 chairs, courtesy kit for signs (4 hooks with wire) waste basket, coat hanger, power and lighting kW, registration fee.

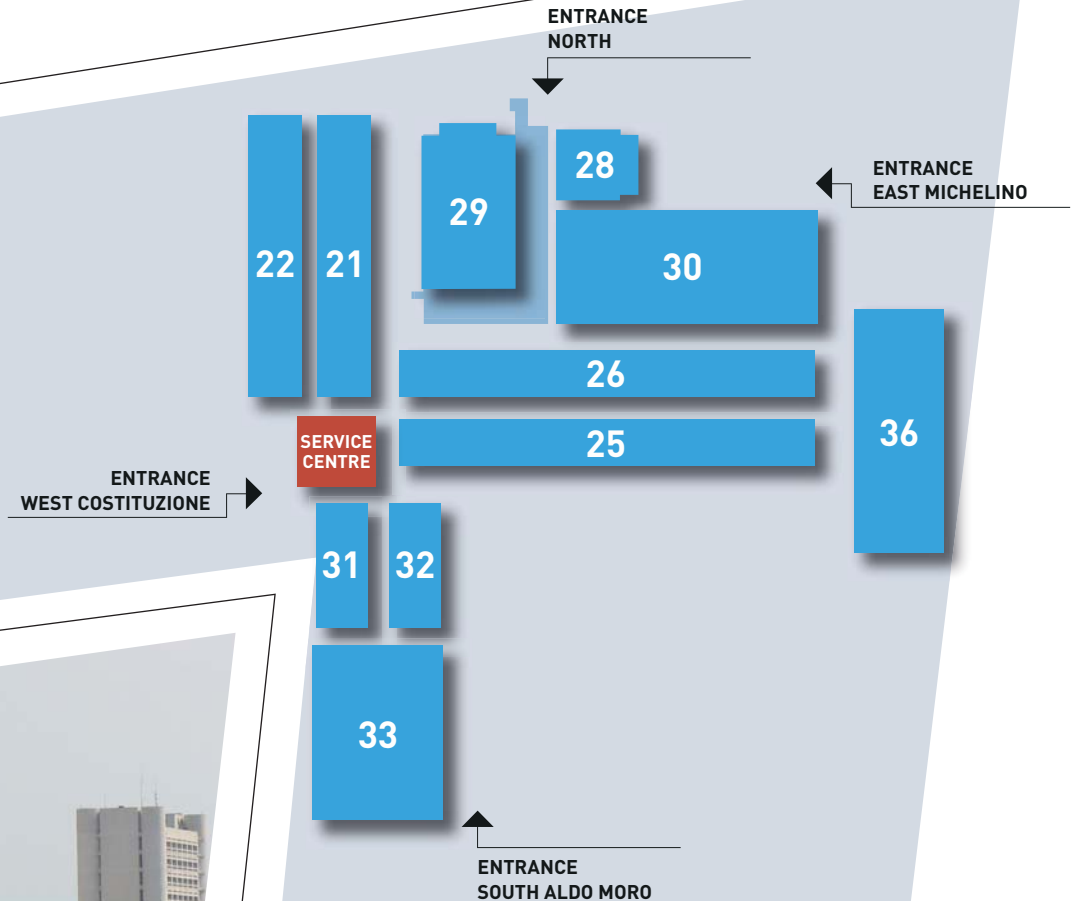
From € 2,994.00 all inclusive





SAIE

Bologna, 21/24 October 2020



BolognaFiere Exhibition Centre

Piazza Costituzione 6
40127 Bologna Italy

Direct Contact:

Tel. +39 051-325511

Tel. +39 02-332039460

Email: info@saiebologna.it

Project and direction



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