

MIDA

88TH FLORENCE INTERNATIONAL CRAFT FAIR

25TH APRIL • 1ST MAY 2024
FORTEZZA DA BASSO, FLORENCE





From 25th April to 1st May, we will showcase your masterpieces in the Florence city centre, within the amazing setting of the Fortezza da Basso

MIDA is the first certified International Crafts Fair in Italy, organised by Firenze Fiera in co-operation with the main trade associations of artisans - CNA & Confartigianato - together with Artex - Centro per l'artigianato artistico e tradizionale della Toscana (Centre for the Artistic & Traditional Tuscan Crafts), and OMA - Osservatorio Mestieri d'Arte.

MIDA enhances and promotes Artisans and their products to an increasingly wider and selected audience who, every year, meets at the Fortezza for this Fair that has always defined springtime in Florence.





The Fortress of Artisans

The Fortezza da Basso is considered one of the most iconic monuments of Tuscany and Italy in the world.

This Renaissance architectural masterpiece was built between 1534 and 1537 by order of Alessandro de' Medici.

It is located in the Florence city centre, just a 5-minute walk from the main railway station. Well served by public transport - buses and tramway - it is located in a perfect logistic position, with car parks and accommodation available.

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MIDA - OUR FIGURES

Since 1931, we have been showcasing the small and large craft masterpieces made in Italy and from all over the world.



+28

Foreign countries

+34,000 sq m

Exhibiting surface

+78,100

Followers on FB

+65 mila

Visitors

+14,600

Followers on IG

+450

Exhibitors

+43,000

*Subscribers to MIDA's
newsletter*

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Participate in MIDA

GIVE SPACE TO YOUR BUSINESS

A unique opportunity for quality artisans, creators, and entrepreneurs.

Every year, MIDA - the Florence International Crafts Fair - welcomes artisans and craft businesses, designers, planners, and young makers of all background and sizes, from Italy and from abroad. The purpose is to promote and enhance their products to an audience of enthusiasts and qualified operators.



Craftsmanship

Selecting and exhibiting genuine and high-quality handicrafts



Food & Wine

Typical cuisine and products from the Italian Regions and from the World, between cooking shows, street food and events.



Events

Events, music, and performances from all over the World.



PRODUCT CATEGORIES ELIGIBLE FOR MIDA

❖ CLOTHING & ACCESSORIES

❖ ARTS & CRAFTS

❖ FURNISHINGS: Household and kitchen items, home and garden furnishings, lighting, decoration and restoration, flowers and plants, textiles

❖ INTERNATIONAL HANDICRAFTS

❖ BEAUTY & WELLNESS: Cosmetics and body care craft productions and workshops

❖ DESIGN & INNOVATION

❖ PUBLISHING & TRADE PRESS

❖ GIFTWARE: Ornaments, gift items, religious objects, paper and printing, stationery,

creativity, games, hobbies, musical instruments

❖ GOLDSMITHING, JEWELLERY & BIJOUTERIE

❖ FOOD & WINE PRODUCTS



Participation Costs



<i>Promotions</i>	<i>Basic Rate</i>	<i>Registration Fee & Advance Deposit</i>
<p><u>BENEFIT FROM A 10% DISCOUNT.</u> By sending the application form and the payment of the advance no later than 30/11/2023, and the rest of the payment by 29/02/2024, you will be entitled to a *special 10% discount.</p>	<p><u>€/sq m 185.00 + VAT*</u></p> <p>*special discounted rate € 166.50/sq m + VAT</p>	<p>The registration fee for each Exhibitor is <u>€300.00 + VAT, and includes insurance services.</u></p> <p>Upon registration, the advance to be paid is equivalent to 30% of the total amount, plus VAT.</p>

ARE YOU ALREADY AN EXHIBITOR AT MIDA ?

Access your reserved area <https://areariservata.firenzefiera.it/login>

WOULD YOU LIKE TO APPLY FOR THE FIRST TIME?

Submit your application <https://areariservata.firenzefiera.it/en/lead/14>

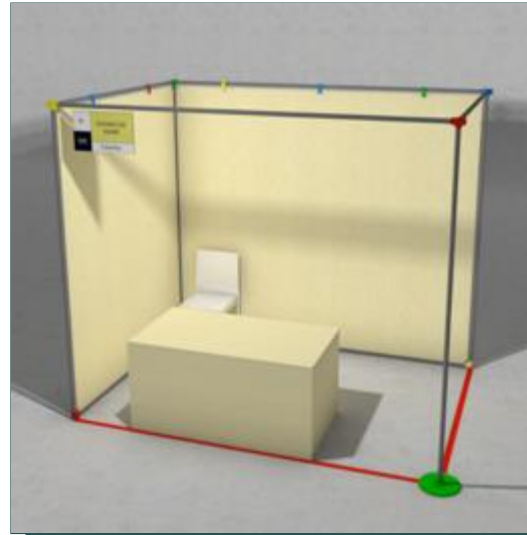
For further information, please contact us:
mostrartigianato@firenzefiera.it



Our Offer

Set-up and basic furnishings • All booths are fitted with:

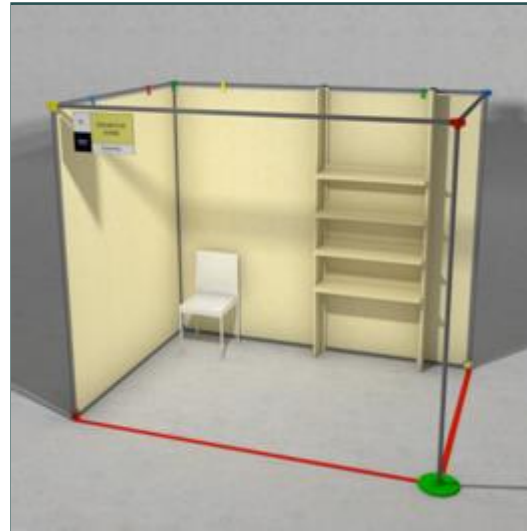
- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on the floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



OPTION A1 6sq m (3x2)

- 1 chair
- 1 workbench (150x80x75h)/Food bench (150x80x95h)*
- 2 x 50w LED spotlights

*only for food and wine sector



OPTION A2 6sq m (3x2)

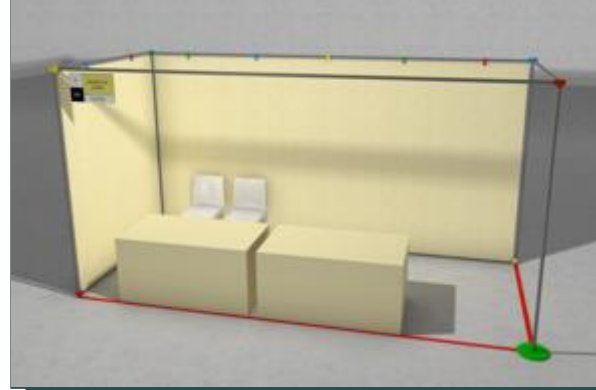
- 1 chair
- 1 shelf (100x28x250h) / Food shelf (100x30x250h)*
- 2 x 50w LED spotlights

*only for food and wine sector

Our Offer

Set-up and basic furnishings • All booths are fitted with:

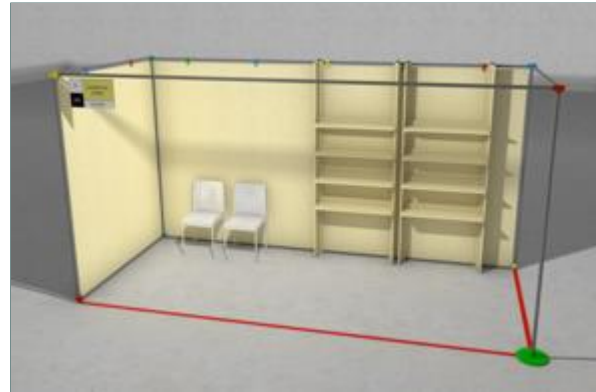
- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on the floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



OPTION B1 10sq m (5x2) and multiples

- 2 chairs
- 2 workbenches (150x80x75h) / Food bench (150x80x95h) *
- 4 x 50w LED spotlights

*only for food and wine sector



OPTION B2 10sq m (5x2) and multiples

- 2 chairs
- 2 shelves (100x28x250h) / Food shelf (100x30x250h)*
- 4 x 50w LED spotlights

* only for food and wine sector



OPTION B3 10sq m (5x2) and multiples

- 2 chairs
- 1 workbench (150x80x75h) / Food bench (150x80x95h)*
- 1 shelf (100x28x250h) / Food shelf (100x30x250h)*
- 4 x 50w LED spotlights

* only for food and wine sector

PROMOTE YOURSELF AND LET THE AUDIENCE OF MIDA LEARN MORE ABOUT YOU!

Discover our packages and services

Would you like the Fair visitors to find you more easily?

Benefit from our promotional services. Get in touch with our audience of craft lovers through our Newsletters and social channels, in addition to other digital opportunities designed for you.

Enjoy Emporio MIDA, a commercial tool tailored for you.

Direct contacts with clients, a database of 9,000 professional operators, 93,000 social contacts, web marketing campaigns, and customised solutions.

Emporio MIDA is reserved to all the exhibitors at MIDA 2024.





Digital Packages

Visibility on the digital platforms of MIDA, by activating the Emporio MIDA showcase - to promote yourself before, during, and after the Fair.

Integrated communication on all digital media: e-mail, dedicated page on emporiomida.it, and Social Networks.

Basic

- 1 tab in the showcase
- 1 e-mail banner with link to showcase
- 1 post on social networks (FB, IG)

350€

Pro

- 1 showcase tab
- 1 link to your website in the showcase tab
- 1 dedicated insert in the newsletter (with link to website)
- 2 Posts on Social Networks (FB,IG)

520€



Would you like to personally select the most appropriate tools to promote yourself?

Presence in the «Emporio MIDA» Showcase with a dedicated page

Participation in the digital platform lasts for one year, and allows each company to create their own dedicated personal showcase. The cost only refers to the fee to join the platform.

To create your own showcase, you will have to equip yourself with the following tools:

- 1 high-quality video showing your story and your work
- Professional photos representing your products

In order to meet the requirements of the platform, MIDA will provide a reference handbook that you MUST follow.

150€

Newsletter to the Community

1 e-mail banner with link to showcase

150€

1 dedicated insert in the newsletter with link to website

150€

1 dedicated DEM post

250€

Social Networks

1 post on social networks: FB,IG

220€

2 posts

440€





Photo & Video Services

Photo Shoot

- Photo coverage at the booth

110€/hr

Video Reel

- One videomaker
- 1-hour shooting
- Audio recording
- Booth and product coverage
- Output: 1 reel of about 45/60 seconds 9/16

390€

Video Reel + Photos

- One videomaker
- 1h30min shooting
- Booth and product coverage
- Output: 1 reel of about 45/60 seconds 9/16 + 10 photographs of a product to be used on socials

520€

Contacts

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Organised by:

