



30th International Enological
and Bottling Equipment Exhibition
Fiera Milano Rho, 12th-15th November 2024

SIMEI General Secretariat - Via San Vittore al Teatro, 3 - 20123 Milan, Italy
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FIERA MILANO

Dear exhibitor,

The echo of the 2022 edition of SIMEI is still strong. Making its return after 3 years, it confirmed with strength and authority its role as a reference point among international fairs dedicated to the wine-making and beverage industries. As also shown by the survey carried out, among visitors the extension of the product range is consolidated. Naturally, wine prevails, but with a continuous growth of the beer, oil, soft drinks, mineral waters and spirits sectors, endorsing SIMEI as a true international player in the field of beverage technologies.

In 2024, SIMEI will be celebrating its 30th edition, passing the milestone of 60 years of activity. A period of time during which you exhibitors and we organisers have led formidable technological progress, experiencing it first-hand. The trade fair has been the main showcase of such progress.

The gradual and constant expansion of the goods sectors, together with the high professional profile of users, means an ever-increasing attention on our part in developing the format of the event. From a "trade fair" to a platform for the promotion and dissemination of technologies, with the development and introduction of new activities that will stimulate the creation and maintenance of BtoB relationships. Conferences, seminars, competitions, technical/commercial presentations are just some examples, and others will follow, of the considerable number of opportunities available to those who decide to exhibit at SIMEI, **from 12 to 15 November 2024**.

Fieramilano in Rho is of course confirmed as the venue. An exhibition centre that stands out for its ease of access from Italy and abroad, its modern facilities and efficient services for both exhibitors and visitors.

Certain of your interest, we enclose the complete 2024 application form.

The General Secretariat remains at your disposal for any queries or further information.

Thank you for your cooperation and we hope to receive your completed and signed application form as soon as possible.

Kind regards

THE GENERAL SECRETARIAT



IMPORTANT DEADLINES FOR 30TH SIMEI 2024

30TH SEPTEMBER 2023

Deadline to submit the application form to the Secretariat, so that you can get a discount of € 10.00/sqm. Please enclose:

- *registration fee, advance and eventually registration fee for represented companies / brands (Exhibitors who book a shell scheme package shall send the advance of € 30.00/smq);*
- *application form signed where required and eventually notification of all represented companies / brands;*
- *questionnaire for the catalogue filled up and signed for acceptance (for stand holder and represented companies / brands);*
- *eventually application form for Co-exhibitor together with the registration fee and the questionnaire for the catalogue.*
- *Incoming Project form*

31ST MAY 2024

Deadline for 2022 advertisers to confirm the ad special positions in the General Catalogue and/or in the Visitor's Guide.

28TH JUNE 2024

Deadline to reserve by the Secretariat the advertising space in the General Catalogue and/or in the Visitor's Guide.

27TH JULY 2024

Deadline to send to the Secretariat the ad material for the General Catalogue and/or the Visitor's Guide.

27TH SEPTEMBER 2024

Deadline to submit to the Secretariat the stand layout for approval (art. 11 of the General Regulations).

4TH OCTOBER 2024

Deadline to pay to the Secretariat the settlement of the total sum due for the exhibition space (art. 15 and 16 of General Regulations).

7TH-11TH NOVEMBER 2024

The halls are open to allow the stand setting-up:

7th-10th November: 7.30am - 6.30pm

11th November: 7.30am - 6.00pm.

16TH-18TH NOVEMBER 2024

The halls are open to allow the stand dismantling (7.30am - 6.30pm).

FOR FURTHER INFORMATION:

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