

**MADE
EXTRA**

EXTRA CONTENTS for your business

**Experts, Professionals, Networking,
Opportunities, Process and Product Innovation**

October 2022 | February 2023

organized by

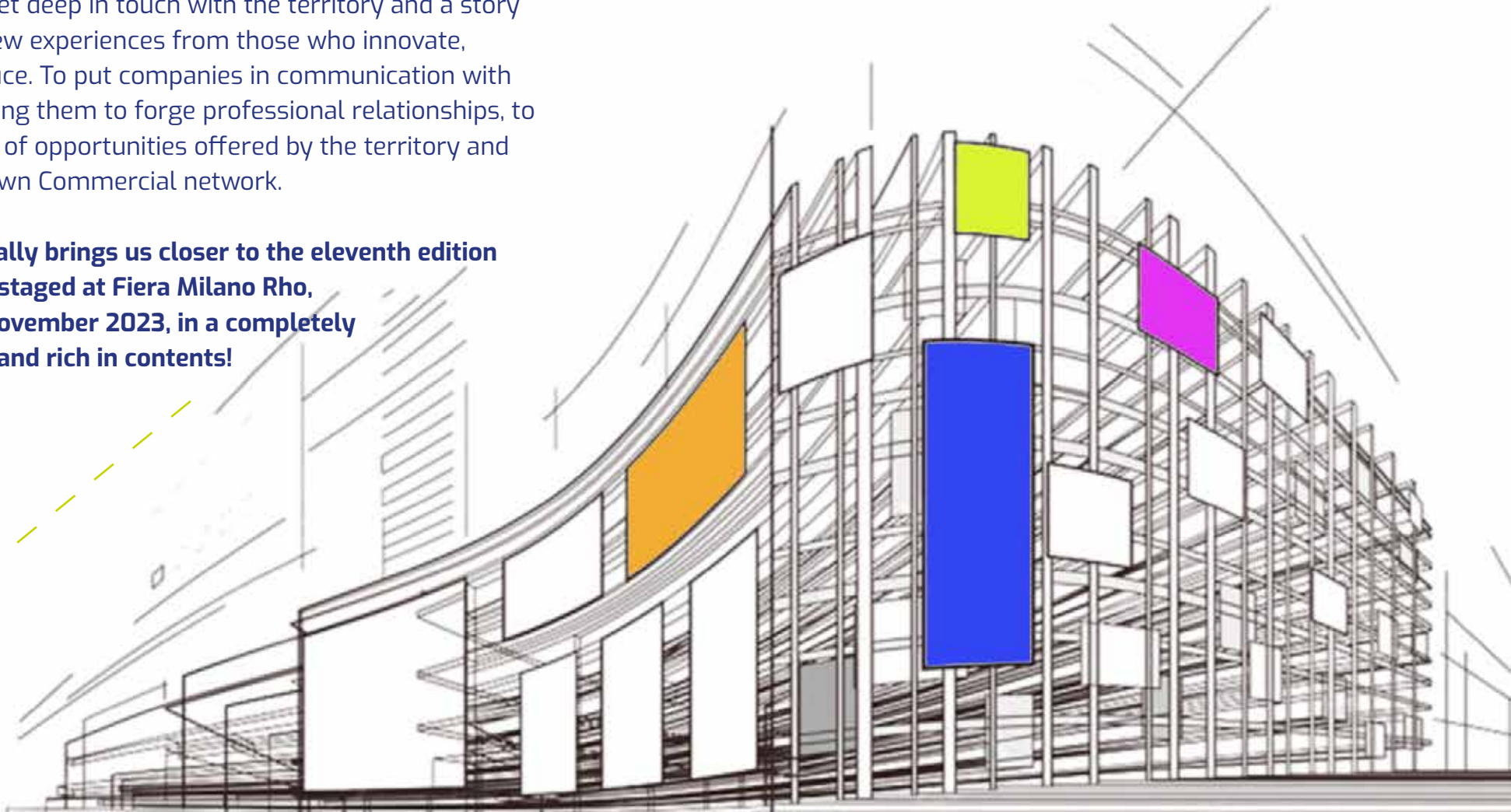


The journey

The new Tour **MADE EXTRA** sets out on a journey of exploration of **issues related to the quality of living, more generally to the world of construction in relation to the EU plan for improve performance and reduce energy dependence of the Italian real estate stock.**

The goal is to get deep in touch with the territory and a story telling of the new experiences from those who innovate, research, produce. To put companies in communication with designers, helping them to forge professional relationships, to take advantage of opportunities offered by the territory and to support its own Commercial network.

The tour gradually brings us closer to the eleventh edition of MADE expo, staged at Fiera Milano Rho, from 15 to 18 November 2023, in a completely renewed guise and rich in contents!





A great networking opportunity

The PNRR (National Recovery and Resilience Plan) offers Italy an exceptional opportunity for refurbishing the real estate stock.

The Pinqua Program - National Program for the Quality of Living - provides for the approval of **159 proposals for urban regeneration and public residential building projects** presented by Regions, Municipalities and Metropolitan Cities for a total value of **2.82 billion euros**.

The interventions that will benefit from the contribution and the planners who will be responsible for it and who will choose the solutions to implement them has already been decided: **MADE EXTRA** brings to the fore the projects active in the area and puts in connection the companies with the designers responsible for the realizations.

Dates and locations

26 ottobre 2022 - CATANIA



22 February 2023 - MILAN



Daily program

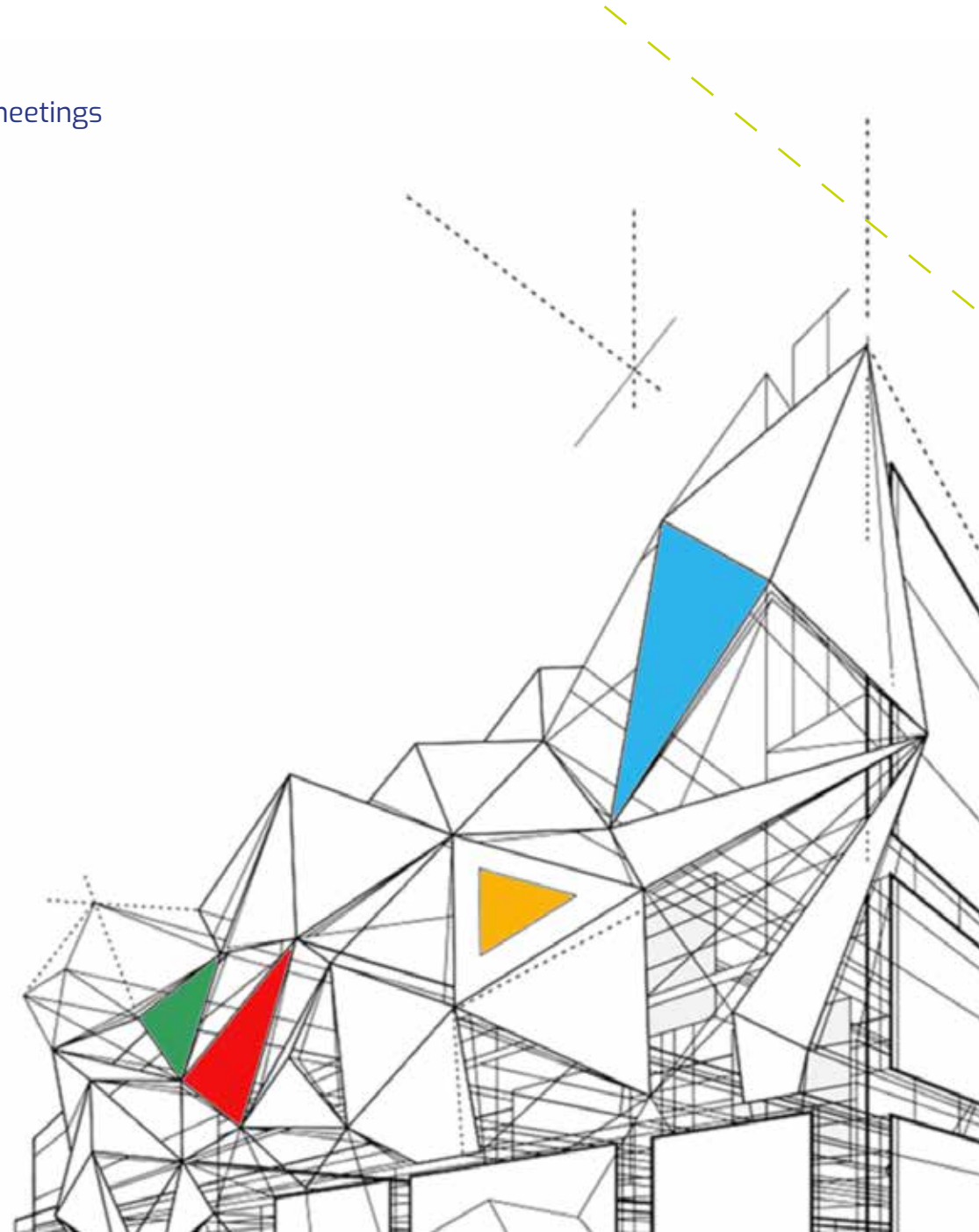
Free admission upon online registration.

Networking opportunities at different times of the day; speeches and meetings reserved with the planners involved in MADE Extra.

02:30 pm | 06:30 pm

Introduction to the session and **in-depth study** of themes and solutions relating to the **quality of living**; sponsor companies will have the opportunity to intervene within the technical dataroom for the presentation of solutions/products related to the topics covered.

TRAINING CREDITS



The main themes

- > **Better energy performance of buildings:** greater energy efficiency, adoption of renewables solutions, decarbonisation of heating and cooling systems.
 - > **Circularity:** support for eco-design and energy labeling, use of innovative and sustainable construction practices, promotion of the circular use of materials produced locally and in a sustainable way.
 - > **Financial support for refurbishing:** needs for flexibility, combination of public and private investments and financing schemes, to step up building requalification in the most cost-effective way.
 - > **PINQua:** the projects of the National Innovative Program for the Quality of Living. Among the proposals admitted to state funding, a selection of the most interesting projects in pursuing urban refurbishing, reducing housing deprivation and promoting social inclusion, will be presented.
 - > **Comfort living:** to create environments with a adequate standards of well-being is a fundamental aspect of design: thermo-hygrometric, acoustic, lighting (natural and artificial), indoor air quality. Particular attention also to solar radiation protection systems.
 - > **Renovation Wave and RepowerEu:** EU plans to improve the energy performance of the European building stock and acceleration towards renewables to reduce energy dependence.
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Visibility before, during and after the event is guaranteed thanks to cross communication to a qualified **target of over 150,000 contacts**, through:

DIRECT E-MAILING

- > scheduled newsletters dedicated to the tour with the presence of the logo of the sponsoring companies

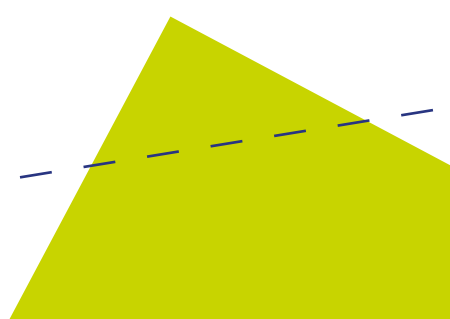
WEB MARKETING

- > website dedicated to the tour with updated news on topics and speakers

SOCIAL MEDIA

- > posts, stories, upcoming tweets and Real-Time

PUBLIC RELATION

- > links with the editorial offices of the technical press, disclosure of press releases and media partnerships
- 

BRAND VISIBILITY

1 personalized **NEWSLETTER**

DATA BASE participants*

PROMOTION on social channels

BUNDLE ME2023: dedicated admission rates for participating at MADE expo 2023

SPONSOR
€ 800 for each date

INFO DESK close to the event hall

NETWORKING with the morning session speakers in a reserved area

DISTRIBUTION of promotional material

GOLD PARTNER
€ 1,700 for each date

BRAND VISIBILITY

2 personalized **NEWSLETTERS**

DATA BASE participants*

PROMOTION on social channels

BUNDLE ME2023: dedicated admission rates for participating at MADE expo 2023

SPEECH (15 min.) as part of the afternoon session

INFO DESK close to the event hall

NETWORKING with the morning session speakers in a reserved area

DISTRIBUTION of promotional material

BRAND VISIBILITY

3 personalized **NEWSLETTERS**

DATA BASE participants*

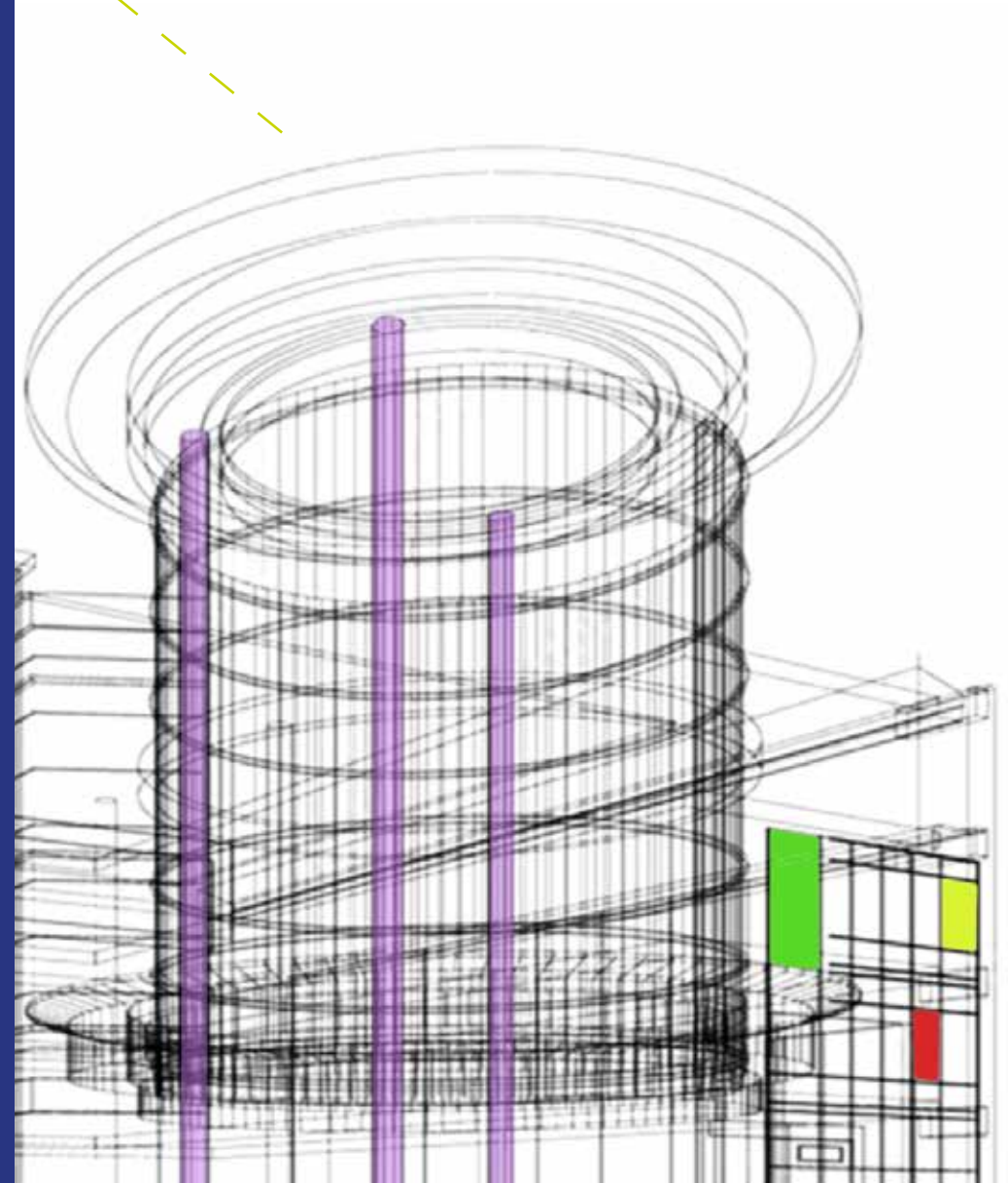
PROMOTION on social channels

BUNDLE ME2023: dedicated admission rates for participating at MADE expo 2023

PLATINUM PARTNER
€ 2,700 for each date

* release of the names that have granted specific consent to the transfer of personal data to third parties

Sponsorship opportunities



Enhance your visibility



GADGET

Distribution of a gadget or promotional material at the registration desk

€ 500 for each date

VIDEO SPOT

2 minutes in loop during and before the morning and afternoon sessions

€ 800 for each date

WELCOME OR COFFEE BREAK

logo visibility in 'offered by' mode on the buffet and dedicated roll up

€ 800 for each date

LUNCH

logo visibility in 'offered by' mode on the buffet and dedicated roll up

€ 1,200 for each date



Description of the services

INFORMATION DESK

near the conference room, size 100 x 80 cm.
It is possible to set up the workstation with roll-up
and exhibit product samples.

BRAND VISIBILITY

- > logo on the website dedicated to the event with space dedicated to the company description;
- > logo on all on and off line communication materials;
- > personalized digital invitation for your customers.

NEWSLETTER

a text with an image of the company will be included as well as a reference to the dedicated landing page.
The co-presence of several companies is envisaged.

BUNDLE MADE expo

- > dedicated admission rates for participating at MADE expo 2023



**MADE
EXTRA**

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organized by

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