

IL SALONE DEI PAGAMENTI 2024



THERE'S MORE, THERE'S YOU

**27, 28 and 29
NOVEMBER 2024**

**Allianz MiCo: Gate 3
South Wing + Hall 4**

Viale Eginardo,
corner via Colleoni



November sees the return of Il Salone dei Pagamenti, the international made-in-Italy event on the frontiers of payment innovation.

Your big opportunity to meet the leading market players and talk to them. You cannot miss out!

IL SALONE DEI PAGAMENTI was launched in 2016 by **ABI** and **ABIEventi** with the aim of creating **Italy's biggest payments industry fair** and a landmark event for the credit sector, institutions, businesses, the public administration, service companies, payment circuits, large-scale distribution, telcos and all interested professionals.

After eight extraordinary editions, the **Salone** is **now one of the leading events at an international level**, a privileged and eagerly awaited opportunity to meet and share ground-breaking innovations, expectations, projects and future development strategies with top stakeholders and professionals.

It is a **unique showcase** in which to launch new solutions and present products and services for secure, transparent and easy payments.

Thanks to its significant capacity to include and promote opportunities for interacting and debating, Il Salone dei Pagamenti has cemented a unique reputation. Today, more than ever, being able to get the market's major players involved and pooling information, discoveries and projects is crucial to winning the innovation challenge. Il Salone dei Pagamenti aims to be a **large arena open to all**, for creating **sustainable and inclusive development opportunities** for the benefit of the entire community.

Novelties: IL SALONE DEI PAGAMENTI 2024 expands its spaces!

Be in Milan on 27, 28 and 29 November!



Promoters and Organisers



Il Salone dei Pagamenti is promoted by ABI (www.abi.it).

The Italian Banking Association is a voluntary non-profit association that works to foster awareness of social values and conduct inspired by the principles of sound and proper entrepreneurship and the creation of a free, competitive market.



Il Salone dei Pagamenti is organised by ABIServizi S.p.A (www.abiservizi.it) through its business unit ABIEventi.

ABIServizi – ABI's multi-brand service company – is a benchmark for publishing, training, research and organisation of major events for the banking, financial and insurance sector and its main stakeholders.



Bancaforte.it (www.bancaforte.it) is the digital information ecosystem of ABIServizi – a portal specialising in innovation, payments, security and technology for the financial industry and its partners. Bancaforte.it is Media Partner of the major events organised by ABIServizi and promoted by ABI. It produces exclusive in-depth analyses, articles, video interviews and special dossiers on their behalf. A dedicated website, social media, DEMs and newsletters also allow multi-target dissemination of content.



The figures of the 2023 edition

13,000 FACE-TO-FACE PARTICIPANTS during the **THREE-DAY EVENT**

+400 SPEAKERS for **+100 HOURS** of contents

+80 in-depth **SESSIONS** and **WORKSHOPS**

1 PLENARY SESSION broadcast live on TV

139 PARTNERS

96 STANDS and **CORNERS** within the two Expo areas

1,900 high school **STUDENTS** present at the meetings promoted by FEduF

60 VIDEO INTERVIEWS prepared by Bancaforte

31 NEWSLETTERS by ABIEventi and Bancaforte

A high-profile, consolidated **COLLABORATION WITH CLASS CNBC**
which produced a **LIVE TV** broadcast of the Plenary Session

IL SALONE DEI PAGAMENTI SOCIAL CHANNELS (as at December 2023)

1,719,000 IMPRESSIONS

+11,800 CLICKS to the Salone website

+620 CONTENTS published

+5,200 REACTIONS to the posts published



The Partners for 2023

Promoted by



Organized by



Media Partner



With the participation of



In collaboration with



Main Partner



Golden Partner



Brand Partner



Start-up and Fintech Partner



Technical Partner



Platinum Partner



Institutional Partner



Silver Partner



Digital Brand Partner



Media Partner



IL SALONE DEI PAGAMENTI 2024

THERE'S MORE, THERE'S YOU

Il Salone dei Pagamenti 2024
The new communication campaign



Sign up now,
participation is free

November sees the return of the Salone dei Pagamenti, the international *made in Italy* event on the frontiers of innovation in payments.

This year, at the Salone, there is more.

More space, with a 10,000 m² exhibition area open to all and dedicated to the people, solutions and products that are changing the world of payments and beyond.

More connections with institutions, businesses and key players in payvolution.

More ideas, with 3 days packed with events, conferences and workshops in 7 themed areas. A 1,600-seat Auditorium ready to welcome you and 7 halls dedicated to parallel sessions.

More innovation, with the second edition of The Agora of the Future, the new frontiers of fintech and the start-ups that are changing the rules of the game.

Il Salone dei Pagamenti 2024: there's more, there's you.



ALLIANZ MICO, SOUTH WING + HALL 4
27, 28, 29 NOVEMBER 2024

salonedepagamenti.com



#salonepagamenti #payvolution

Promoted by
ABI Associazione
Bancaria
Italiana

Organized by
ABISERVIZI 

Media Partner
BANCAFORTE
Innovation key

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Il Salone dei pagamenti 2024:

THERE'S MORE, THERE'S YOU

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THERE'S MORE, THERE'S YOU

A Novembre torna il Salone dei Pagamenti, l'appuntamento internazionale *made in Italy* sulle frontiere dell'innovazione nei pagamenti.

Quest'anno, al Salone, c'è di più.

Più spazio, con un'area espositiva di 10.000 mq aperta a tutti e dedicata alle persone, alle soluzioni e ai prodotti che stanno cambiando il mondo dei pagamenti e non solo.

Più connessioni con le istituzioni, le imprese e le figure chiave protagoniste della payvolution.

Più idee, con 3 giornate fitte di eventi, conferenze e workshop inseriti in 7 aree tematiche. Un Auditorium da 1600 posti pronto ad accogliere i 7 sale dedicate alle sessioni parallele.

Più innovazione, con la seconda edizione de L'Agorà del Futuro, le nuove frontiere del fintech e le start up che stanno cambiando le regole del gioco.

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#salonepagamenti #payvolution

Organizzato da **ABISERVIZI** Promosso da **ABI** Media Partner **BANCAFORTE**



Iscriviti subito,
la partecipazione è gratuita.

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INNOVATION AND FUTURE



Payments of the future

UPDATED

The complex **macro-economical situation** combined with the evolution of **competition**, which is increasingly **global**, and of the **regulatory context** are transforming the sector and pose the challenge of creating a **sustainable business model**. What evolution will sweep through global payments over the next 5-10 years?

Keywords: SEPA, PSD3, Instant payments, Open banking, Open finance, Data economics, International payments, Request-to-Pay, ...



Artificial Intelligence and much more! The tech revolution

UPDATED

Which **technological innovations** are revolutionising the offer and the way payment services are used, and with what risks? From Artificial Intelligence to Digital Identity, **what are the opportunities** and **risks**, also from an ethical perspective? How will the **collaboration between man and machine** evolve?

Keywords: Artificial Intelligence, Generative AI, Chatbot, Cybersecurity, Digital Identity, Tech disruption, Ethics, Privacy, EU AI Act, Cloud, ...



Payments as drivers of a sustainable socio-economical revolution



From the growing **ESG sensitivity** to digital and financial **inclusion of different generations**, to the need to sustain **socio-economic development** also through **new skills and professions**: how do payments promote **sustainability and inclusion**?

Keywords: ESG, Sustainability, Inclusion, Digitalisation, Smart cities, NRRP, Sustainable mobility, Financial education, Gen Alpha, Gen Silver, Charity, Public Administration, Access to cash, ...

MARKET PLAYERS AND TOOLS



Omnichannel and phygital retailers

UPDATED

Customers demand a **personalised experience**: from **digital stores** for simplifying retail store management to **full x-commerce integration** (virtual stores, apps, marketplaces, etc.): what **are the next frontiers for merchants**?

Keywords: Omnichannel approach, Embedded Payments, Customer Experience, BNPL, e-Commerce, m-Commerce, Marketplace, ...



B2B payments for companies and professionals



Payments between companies amid the growing **need for integration** (e.g. between payments and invoices), **speed** and **visibility** of the payment status, **security** and **cost containment** (e.g. for **cross-border payments**): what **challenges** and **opportunities** lie ahead for B2B payments?

Keywords: B2B Payments, Software, ERP, Cross-border, Reconciliation, ...



Money goes digital

UPDATED

Digital currency continues to evolve in both the **Retail** and **Wholesale** segments, amid **digital wallets**, **central bank** schemes (e.g. the **digital Euro**) and **Decentralised Finance**. How can banks grasp opportunities both by exploring paths of cooperation and through alternative projects?

Keywords: Digital Euro, CBDC, Digital wallet, DeFi, Retail, Wholesale, ...

THE AGORA OF THE FUTURE



Area dedicated to the innovation ecosystem

The innovation breeding ground with the involvement of **Banks, Institutions, Universities, Fintechs, Startups, Private Incubators** and lots more.

The new location

The **Allianz MiCo** – Europe's largest congress centre – once again plays host to Il Salone dei Pagamenti, this time in the largest space of the location: South Wing + Hall 4.

With its vast **1,600-seater auditorium**, several “minor” halls that can host about 1,800 people simultaneously and over **10,000 m²** of exhibition space for stands, the Allianz MiCo is the perfect space for building relationships and partnerships, making contacts and doing business.

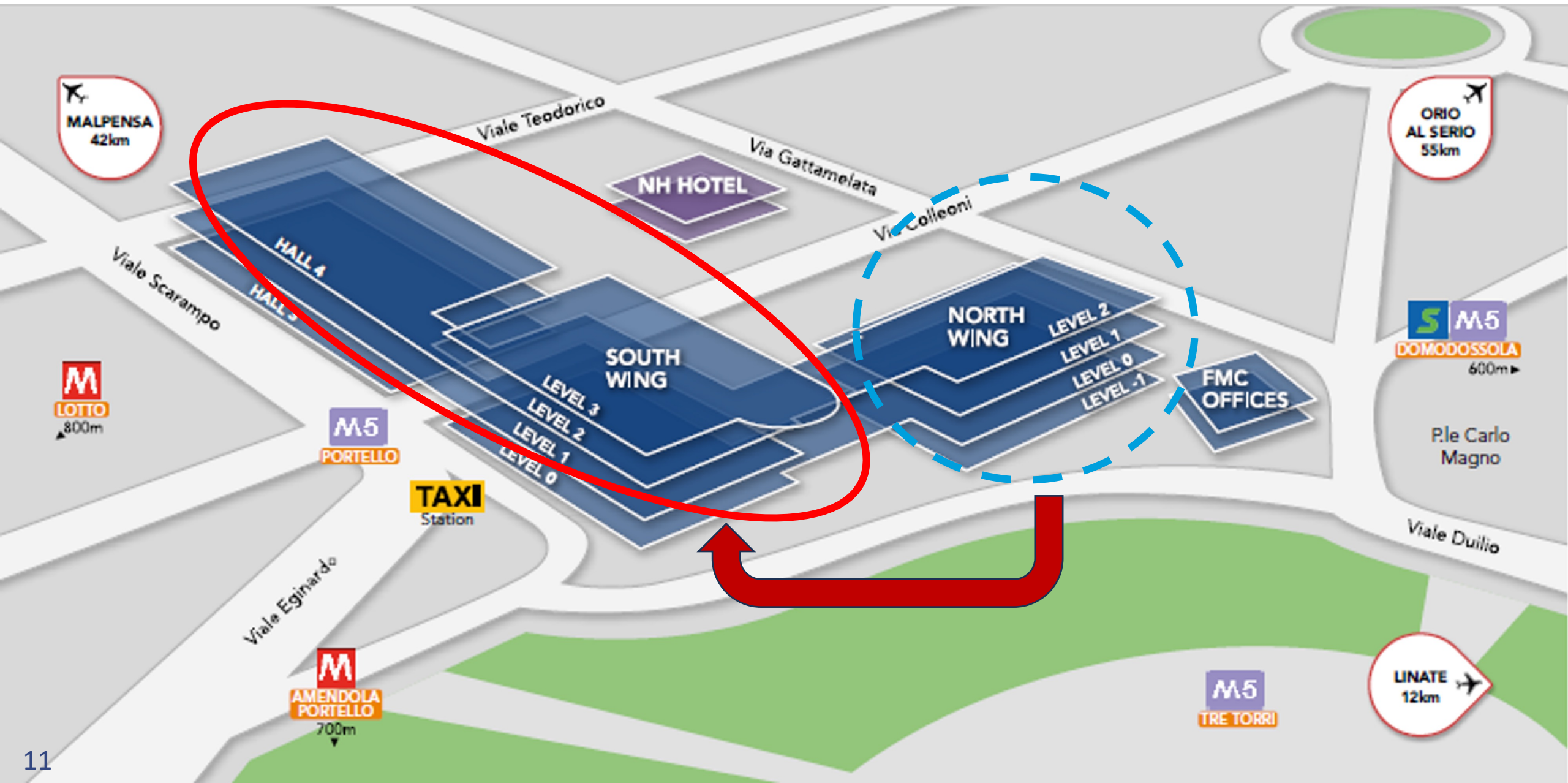
The entrance to Il Salone dei Pagamenti is in Viale Eginardo, corner Via Colleoni (Gate 3).

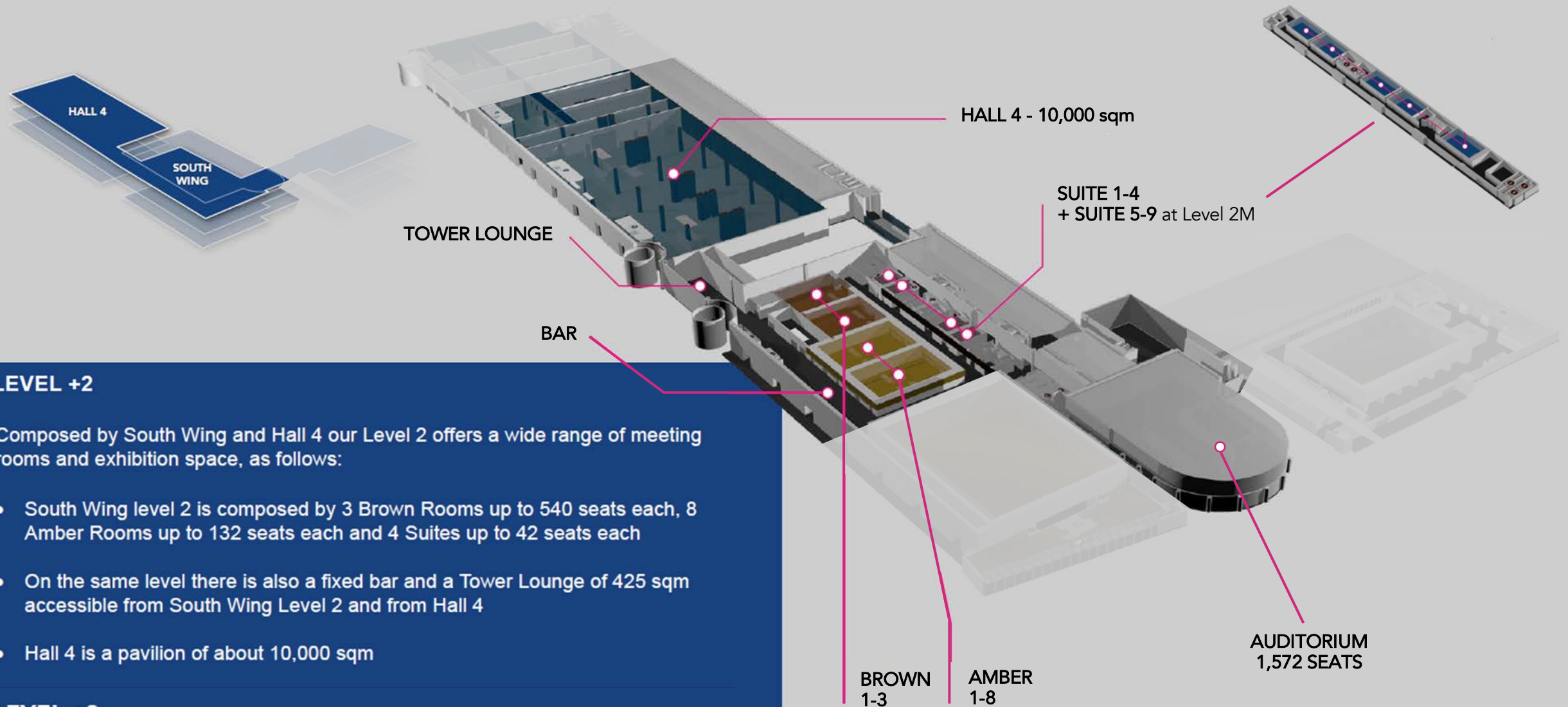
The huge exhibition area of the Salone will host all the exhibition spaces designed by the Allianz MiCo architects for the event's key players, as well as the areas that the Partners choose to design and construct themselves.

Partners will also be able to use their own brand to personalise some common areas of floor 2 of the Allianz MiCo occupied by Il Salone dei Pagamenti, which will be visible to all participants.



Allianz MiCo: from North Wing to South Wing + Hall 4 (Level 2)





LEVEL +2

Composed by South Wing and Hall 4 our Level 2 offers a wide range of meeting rooms and exhibition space, as follows:

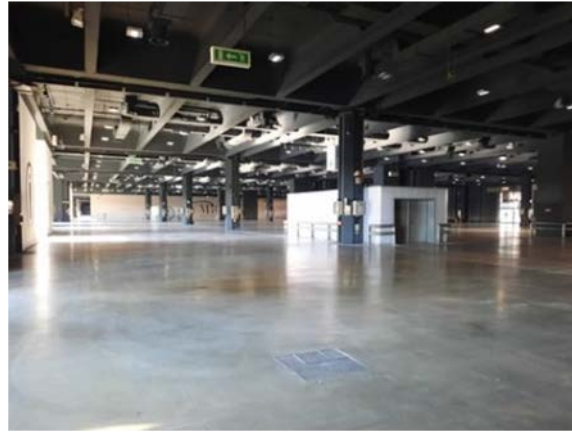
- South Wing level 2 is composed by 3 Brown Rooms up to 540 seats each, 8 Amber Rooms up to 132 seats each and 4 Suites up to 42 seats each
- On the same level there is also a fixed bar and a Tower Lounge of 425 sqm accessible from South Wing Level 2 and from Hall 4
- Hall 4 is a pavilion of about 10,000 sqm

LEVEL +3

Located on Level 3 our multifunctional Auditorium with 1,572 seats.

South Wing at Level +2/+3 and Hall 4 at Level +2

Hall 4 at Level +2



South Wing at Level +2

IL SAL
DEI PAGA
PAYVOL

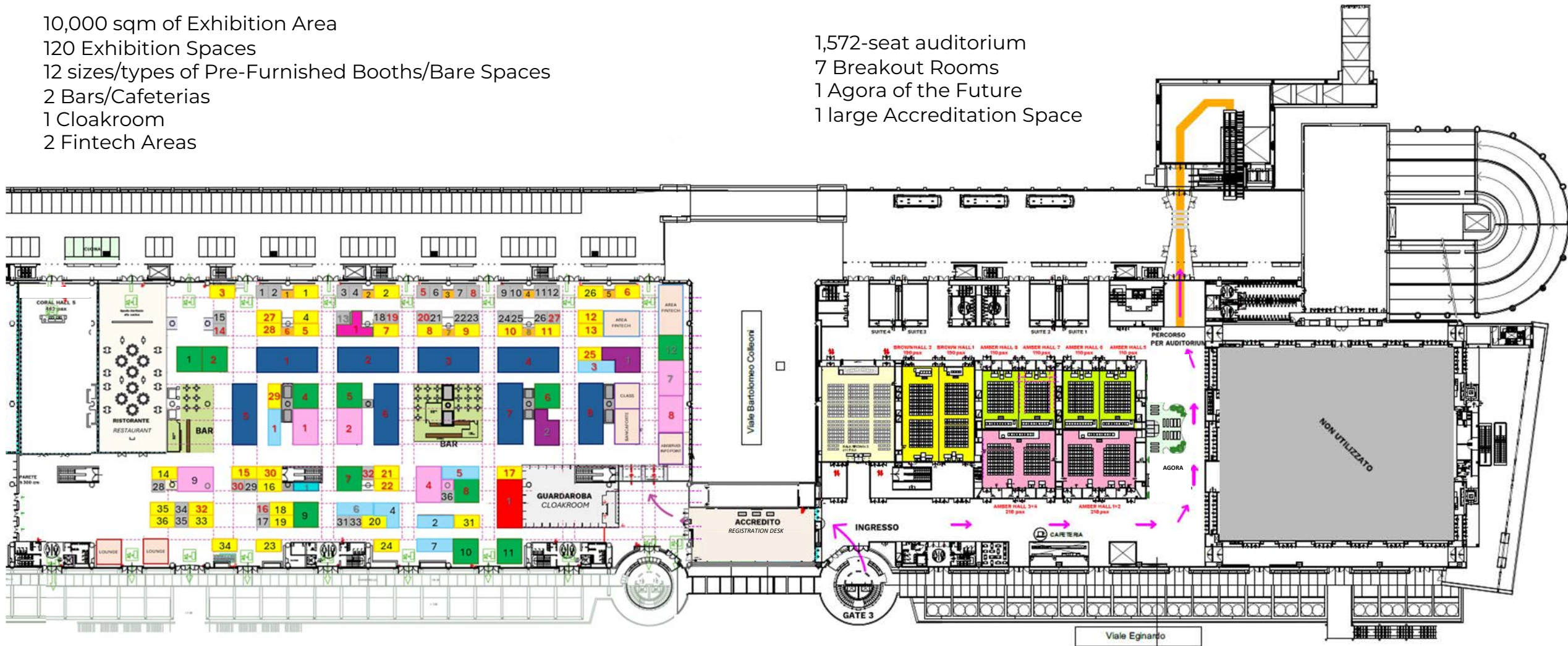
Auditorium at South Wing, Level +3



Allianz MiCo | Hall 4 + South Wing

10,000 sqm of Exhibition Area
120 Exhibition Spaces
12 sizes/types of Pre-Furnished Booths/Bare Spaces
2 Bars/Cafeterias
1 Cloakroom
2 Fintech Areas

1,572-seat auditorium
7 Breakout Rooms
1 Agora of the Future
1 large Accreditation Space



1 Exhibitors' Depot
1 Restaurant
1 Info Point
Customisable Common Areas/Lounge Areas

9 Meeting Rooms
Press Room
Speakers' Room
Cafeteria

The exhibition spaces for Partners

SIZE OF EXHIBITION SPACE

SQM. 90

SQM. 72

SQM. 54

SQM. 36

SQM. 27

SQM. 18

SQM. 9

SQM. 6

Corner



TYPE OF STANDS

BARE SPACE

BARE SPACE

BARE SPACE

BARE SPACE OR PRE-OUTFITTED STAND

BARE SPACE OR PRE-OUTFITTED STAND

BARE SPACE OR PRE-OUTFITTED STAND

BARE SPACE OR PRE-OUTFITTED STAND

PRE-OUTFITTED STAND

PRE-OUTFITTED PROJECT



Spazio espositivo, tipologia di sponsorship e costi di listino

SIZE OF EXHIBITION SPACE	TYPE OF SPONSORSHIP	LIST PRICES
90 m ² (bare space)	Main Partner	€ 105.000
72 m ² (bare space)	Main Partner	€ 90.000
54 m ² (bare space)	Platinum Partner	€ 60.000
36 m ² (bare space or pre-outfitted stand)	Platinum Partner	€ 47,000 - € 52,000
27 m ² (bare space or pre-outfitted stand)	Golden Workshop Partner	€ 31,000 - € 36,500
27 m ² (bare space or pre-outfitted stand)	Golden Panel Partner	€ 29,000 - € 34,500
18 m ² (bare space or pre-outfitted stand)	Golden Workshop Partner	€ 28,000 - € 31,500
18 m ² (bare space or pre-outfitted stand)	Golden Panel Partner	€ 26,000 - € 29,500
9 m ² (bare space or pre-outfitted stand)	Golden Workshop Partner	€ 25,000 - € 28,000
9 m ² (bare space or pre-outfitted stand)	Golden Panel Partner	€ 23,000 - € 26,000
27 m ² (bare space or pre-outfitted stand)	Silver Partner	€ 21,000 - € 25,500
18 m ² (bare space or pre-outfitted stand)	Silver Partner	€ 18,000 - € 21,500
9 m ² (bare space or pre-outfitted stand)	Silver Partner	€ 13,000 - € 15,500
6 m ² (pre-outfitted stand)	Start-up / Fintech	€ 7.000
Corner	Start-up / Fintech	€ 5.500
-	Brand Partner (also with pre-outfitted Corner)	€ 6,000 - € 7,200
-	Digital Brand Partner	€ 5.000

VAT excluded

The exhibition spaces, speeches and workshops will be assigned until they run out.



IL SAL
DEI PAGA
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Main Partner 90, details of sponsorship

The stand is necessary for the Main Partner status. Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 105,000 with **90 m²** bare space

90 m² bare space to be personalised by the Partner

3 speeches during the parallel session/round table organised by ABIServizi and/or related entities

1 self-organised workshop lasting 45/60 minutes in a room with standard equipment

Monitoring and reporting on participants in the speaking sessions and workshop

Online publication of the content of speeches

List of registered people and of the participants in the Salone

Logo and company profile on the website www.salonedeipagamenti.com

Logo on the ABIEventi special **newsletters** dedicated to the Salone and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the Il Salone dei Pagamenti **Special** on **bancaforte.it**

Interview/article (about 4,000 characters) – by the editorial staff of **Bancaforte** – published in the Il Salone dei Pagamenti **Special** on bancaforte.it and in one of the special newsletters (pre-Salone newsletters)

Video interview by the **Bancaforte** editorial staff published in the Il Salone dei Pagamenti **Special** on **bancaforte.it**

1 skin on the **bancaforte.it** home page for one month and in the internal pages until the end of the Salone

Communication and promotion of the event on **social channels**

Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Main Partner 72, details of sponsorship

The stand is necessary for the Main Partner status. Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 90,000 with **72 m²** bare space

72 m² bare space to be personalised by the Partner

3 speeches during the parallel session/round table organised by ABIServizi and/or related entities

1 self-organised workshop lasting 45/60 minutes in a room with standard equipment

Monitoring and reporting on participants in the speaking sessions and workshop

Online publication of the content of speeches

List of registered people and of the participants in the Salone

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Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

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Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Platinum Partners, 54-36, details of sponsorship

The stand is necessary for the Platinum Partner status. Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 60,000 with **54 m²** bare space

€ 52,000 with **36 m²** pre-outfitted stand

€ 47,000 with **36 m²** bare space

54 m² bare space to be personalised by the Partner
or

36 m² bare space to be personalised by the Partner
or

36 m² pre-outfitted stand personalised with the Partner's logo

1 speech during the parallel session/round table organised by ABIServizi and/or related entities

1 self-organised workshop lasting 45/60 minutes in a room with standard equipment

Monitoring and reporting on participants in the speaking sessions and workshop

Online publication of the content of speeches

List of registered people and of the participants in the Salone

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Logo on the ABIEventi special **newsletters** dedicated to the Salone and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the Il Salone dei Pagamenti **Special** on **bancaforte.it**

Interview/article (about 2,000 characters) – by the editorial staff of **Bancaforte** – published in the Il Salone dei Pagamenti **Special** on **bancaforte.it** and in one of the special newsletters (pre-Salone newsletters)

Video interview by the **Bancaforte** editorial staff published in the Il Salone dei Pagamenti **Special** on **bancaforte.it**

1 banner on the **bancaforte.it** home page for one month and in the internal pages until the end of the Salone

Communication and promotion of the event on **social channels**

Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Golden Workshop Partners 27-18-9, details of sponsorship

Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 37,000 with 27 m² pre-outfitted stand

€ 32,000 with 27 m² bare space

€ 31,500 with 18 m² pre-outfitted stand

€ 28,000 with 18 m² bare space

€ 28,000 with 9 m² pre-outfitted stand

€ 25,000 with 9 m² bare space

27 m² customisable bare space or
27 m² pre-outfitted stand personalised with the Partner's logo
or

18 m² customisable bare space or
18 m² pre-outfitted stand personalised with the Partner's logo
or

9 m² customisable bare space or
9 m² pre-outfitted stand personalised with the Partner's logo

1 self-organised workshop lasting 45/60 minutes in a room with standard equipment

Monitoring and reporting of workshop participants

Online publication of the content of speeches

List of registered people and of the participants in the Salone

Logo and company profile on the website www.salonedepagamenti.com

Logo on the ABIEventi special newsletters dedicated to the Salone and on the Bancaforte special newsletters

Logo on all communication material and outfitting materials in which the Partners are mentioned

Logo in the Il Salone dei Pagamenti Special on bancaforte.it

Interview/article (about 2,000 characters) – by the editorial staff of Bancaforte – published in the Il Salone dei Pagamenti Special on bancaforte.it and in one of the special newsletters (pre-Salone newsletters)

1 banner on the bancaforte.it home page for one month and in the internal pages until the end of the Salone

Communication and promotion of the event on social channels

Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Golden Panel Partners 27-18-9, details of sponsorship

Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 34,000 with **27 m²** pre-outfitted stand

€ 29,000 with **27 m²** bare space

€ 28,000 with **18 m²** pre-outfitted stand

€ 26,000 with **18 m²** bare space

€ 26,000 with **9 m²** pre-outfitted stand

€ 23,000 with **9 m²** bare space

27 m² customisable bare space or
27 m² pre-outfitted stand personalised with the Partner's logo
or

18 m² customisable bare space or
18 m² pre-outfitted stand personalised with the Partner's logo
or

9 m² customisable bare space or
9 m² pre-outfitted stand personalised with the Partner's logo

1 speech during the parallel session/round table organised by ABIServizi and/or related entities

Monitoring and reporting on participants in the speaking sessions

Online publication of the content of speeches

List of registered people and of **the participants** in the Salone

Logo and **company profile** on the website www.salonedepagamenti.com

Logo on the ABIEventi special **newsletters** dedicated to the Salone and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the II Salone dei Pagamenti **Special** on **bancaforte.it**

Interview/article (about 2,000 characters) – by the editorial staff of **Bancaforte** – published in the II Salone dei Pagamenti **Special** on bancaforte.it and in one of the special newsletters (pre-Salone newsletters)

1 banner on the **bancaforte.it** home page for one month and in the internal pages until the end of the Salone

Communication and **promotion of the event** on **social channels**

Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Silver Partners, 27-18-9, details of sponsorship

Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

€ 25,500 with **27 m²** pre-outfitted stand

€ 21,000 with **27 m²** bare space

€ 21,500 with **18 m²** pre-outfitted stand

€ 18,000 with **18 m²** bare space

€ 15,500 with **9 m²** pre-outfitted stand

€ 13,000 with **9 m²** bare space

27 m² pre-outfitted stand personalised with the Partner's logo

or

27 m² customisable bare space

or

18 m² pre-outfitted stand personalised with the Partner's logo

or

18 m² customisable bare space

or

9 m² pre-outfitted stand personalised with the Partner's logo

or

9 m² customisable bare space

List of registered people and of **the participants** in the Salone

Logo and **company profile** on the website www.salonedepagamenti.com

Logo on the ABIEventi special **newsletters** dedicated to the event and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the Il Salone dei Pagamenti **Special** on **bancaforte.it**

Interview/article (about 2,000 characters) – by the editorial staff of **Bancaforte** – published in the Il Salone dei Pagamenti **Special** on bancaforte.it and in one of the newsletters dedicated to the event (pre-Salone newsletters)

1 banner on the **bancaforte.it** home page for one month and in the internal pages until the end of the Salone

Communication and **promotion of the event** on **social channels**

Customisable communication kit for promoting the event on own channels

Photo-reportage

Dedicated administrative service managed and coordinated by ABIEventi

Brand and Digital Brand Partners, details of sponsorship

Businesses can outfit bare spaces according to their own designs. Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

BRAND PARTNER

€ 6,000

€ 7,200*

Logo and **company profile** on the website www.salonedepagamenti.com

Logo on the ABIEventi special **newsletters** dedicated to the Salone and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the II Salone dei Pagamenti **Special** on **bancaforte.it**

Customisable communication kit for promoting the event on own channels

Dedicated administrative service managed and coordinated by ABIEventi

List of registered people and of **the participants** in the Salone

* Option of requesting an **exhibition corner personalised** with the Partner's logo

DIGITAL BRAND PARTNER

€ 5,000

€ 7,500**

Logo and **company profile** on the website www.salonedepagamenti.com

Logo on the ABIEventi **newsletters** dedicated to the Salone and on the **Bancaforte newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the II Salone dei Pagamenti **Special** on **bancaforte.it**

1 video interview to be recorded during the event and published in the II Salone dei Pagamenti **Special** on **bancaforte.it**

1 Article prepared by the editorial team (about 4,000 characters) in the II Salone dei Pagamenti **Special** on **bancaforte.it**

1 news item (about 2,000 characters) prepared by the editorial team and published in the II Salone dei Pagamenti **Special** on **bancaforte.it**

1 content item linked to the company – from content already published in the II Salone dei Pagamenti **Special** on **bancaforte.it** – on one of the newsletters dedicated to II Salone dei Pagamenti

1 banner on a newsletter dedicated to II Salone dei Pagamenti

Customisable communication kit for promoting the event on own channels

Communication and **promotion** on **social media channels**

** Option of receiving the **list of registered people** and of **the participants** in the Salone

Startup/Fintech Partners - Media Partners, details of sponsorship

Any personalisation must be shared with Allianz MiCo beforehand to verify its feasibility.

STARTUP AND FINTECH PARTNERS

€ 5,500*

€ 7,000**

Pre-outfitted exhibition corner personalised with the Partner's logo *

or
6 m² pre-outfitted stand personalised with the Partner's logo **

1 pitch within the schedule of activities (Future Agora section)

Logo and **company profile** on the website www.salonedepagamenti.com

Logo on the ABIEventi special **newsletters** dedicated to the Salone and on the **Bancaforte** special **newsletters**

Logo on all **communication material** and **outfitting materials** in which the Partners are mentioned

Logo in the Il Salone dei Pagamenti **Special** on bancaforte.it

Customisable communication kit for promoting the event on own channels

Interview/article (about 2,000 characters) – by the editorial staff of Bancaforte – published in the Il Salone dei Pagamenti Special on Bancaforte.it and in one of the Special newsletters

Communication and **promotion of the event** on **social channels**

Dedicated administrative service managed and coordinated by ABIEventi

Option of receiving the **list of registered people** and of **the participants** in the Salone
(on-demand benefit)

MEDIA PARTNERS

There are several collaboration options.

To apply as a Media Partner of the Salone, send an e-mail to partner@salonedepagamenti.com.

Your application will be evaluated and you will be contacted.

WHO CAN BECOME A MEDIA PARTNER?

Economic and communications media. Online press, publications, magazines, radio or TV.

*Offer valid for innovative start-ups in operation for less than 24 months, registered with the register of companies in the special section for Innovative Start-Ups (refer to Italian Law No. 221 of 18 December 2012).

**Offer valid for companies whose main activity is the offer of a product or service within a specific category (list obtainable from partner@salonedepagamenti.com), were incorporated after 2010 and have fewer than 50 employees in Italy.

The on-demand services that supplement the sponsorship packages

1 outfitted supplementary module size 6 m².

€ 5,000

1 outfitted supplementary module size 9 m². (excluding Brands / Start-ups / Fintech Partners)

€ 9,000

1 bare space supplementary module size 9 m². (excluding Brands / Start-ups / Fintech Partners)

€ 7,000

1 workshop conducted by the Partner, included in the schedule of works and lasting 45/60 minutes + monitoring of and reporting on workshop participants (option for Main / Platinum / Golden Partners)

€ 10,000

1 speech during one of the parallel sessions/round tables, included in the schedule of works and organised by ABIServizi and/or related bodies + monitoring of and reporting on session participants (option for Main / Platinum / Golden Partners)

€ 8,000

List of registered people and of **the participants** in the Salone

€ 3,000

1 private meeting room for half a day (9:00-13:00 or 14:00-18:00) for business appointments (prior verification of availability)

€ 800

1 private meeting room for one day (9:00-18:00) for business appointments (prior verification of availability)

€ 1,400

Participation in **1 Innovation Workshop connected to Il Salone dei Pagamenti** lasting 90/120 minutes to be held after the Salone (date and time to be agreed with ABIEventi), which will follow up on the Salone topics and be streamed on Bancaforte.it. The Workshop may be coordinated by a journalist from Bancaforte. Speakers can also connect remotely from their offices or homes.

€ 14,000

1 smart video interview (lasting 90 seconds) done remotely by the Bancaforte editorial staff, published in the "Il Salone dei Pagamenti Special" on Bancaforte.it.

€ 1,500

1 traditional video interview (lasting 3 minutes) done remotely by the Bancaforte editorial staff, published in the "Il Salone dei Pagamenti Special" on Bancaforte.it.

€ 2,000

VAT excluded



IL SALONE DEI PAGAMENTI 2024

THERE'S MORE, THERE'S YOU

Contact us to receive a tailor-made offer for your company and for further information on Il Salone dei Pagamenti 2024.

You can send an e-mail to:
partner@salonedepagamenti.com

We will be pleased to reply to you as soon as possible!

www.salonedepagamenti.com

