

# PAYVOLUTION PEOPLE



MILAN ALLIANZ MICO  
SOUTH WING

24, 25, 26 NOVEMBER 2026

[salonedepagamenti.com](https://salonedepagamenti.com)

#salonepagamenti  
#payvolution  
#agoradelfuturo



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**ABI** Associazione  
Bancaria  
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**ABISERVIZI** 

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# AN EVENT PROMOTED, ORGANISED AND BACKED BY



The Italian Banking Association ([www.abi.it](http://www.abi.it)) 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.



ABIServizi ([www.abiservizi.it](http://www.abiservizi.it) - [www.abieventi.it](http://www.abieventi.it)) – 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](http://www.bancaforte.it)) is the digital-information ecosystem of ABIServizi, the portal dedicated to innovation, payments, security and technologies for the financial sector and its partners, and a media partner of the events organised by ABIServizi and promoted by ABI. A dedicated website, social media, DEMs and newsletters also allow for multi-target dissemination of content.

# THE INTERNATIONAL “MADE IN ITALY” EVENT ON INNOVATION IN THE PAYMENTS SECTOR



Since 2016, **Il Salone dei Pagamenti** has been an open **platform for innovation**, able to disseminate information, narrate experiences and present solutions. It is ready to welcome and liaise with the main players in the payments sector: institutions, banks, the financial sector, payment circuits, businesses, public administration, digital firms, startupper and fintech companies, professionals, the world of retail trade, young people and students.

## I NUMERI DELL'EDIZIONE 2025

  
**16.000**

PRESENZE

  
**400**

RELATORI

  
**92**

SESSIONI E WORKSHOP

  
**2.000**

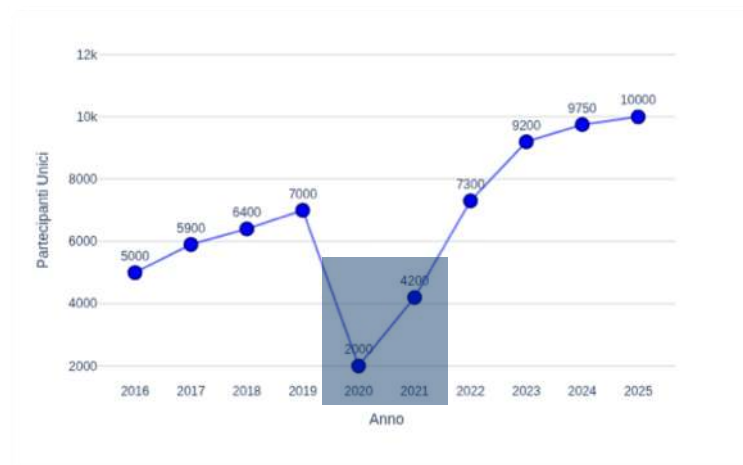
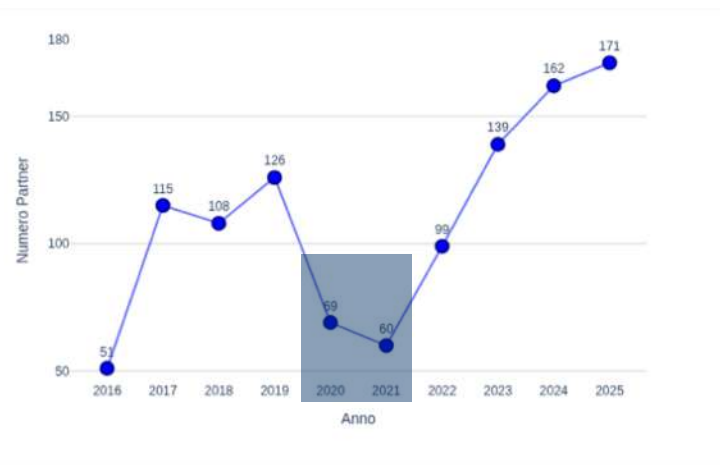
STUDENTI

  
**171**

PARTNER

  
**112**

STAND E CORNER



# SOCIAL-MEDIA COMMUNICATION FIGURES 2025

The **data for communication on social-media channels** for the **2025 edition** bears witness to **ongoing growth** in the sphere of digital communication as well.

The results are also down to the **extraordinarily pro-active approach** of the **Salone community**: there were **over 1,240 mentions on LinkedIn** between June and November.



# THE 2025 EDITION PARTNERS

Promosso da



Organizzato da



Media Partner



Con il patrocinio di



Con la partecipazione di



In collaborazione con



International Event Partner



Partner istituzionale



Main Partner



Official Partner Terrazza dei Talenti



Partner Agorà del Futuro



Platinum Partner



Golden Partner



Silver Partner



Brand Partner



Digital Brand Partner



Community Partner



Start-up & Fintech Partner



Partner Tecnico



Media Partner



# THE ARCHITECTURE OF “IL SALONE DEI PAGAMENTI 2026”



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Italiana



**SALONE 2026**

# THE THEMATIC AREAS FOR 2026 AND THE MAIN HIGHLIGHTS

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# 2026 THEMATIC AREAS

## THE EVOLUTION OF EXPERIENCE

### How experience is evolving

Payments are no longer just the conclusive moment of a process; they have now become a vital part of a relationship. They are experience, service, simplicity and customisation. This is the time when banks, merchants, fintech companies and platforms redefine the way people and businesses choose, purchase, pay and receive value. From omnichannel services to invisible payments and from AI to loyalty, experience becomes the place where technology and trust become closeness to customers.

Themes: customer journey, omnichannel services, unified commerce, AI, customisation, loyalty, embedded/invisible/contextual payments, merchant services, acceptance and data insight.



## THE EVOLUTION OF ECOSYSTEMS

### The evolution of ecosystems

The payments market no longer evolves vertically, it evolves via ecosystems. Banks, fintech and big tech companies, businesses, public administrations, merchants, platforms and technology providers move in value chains that are increasingly connected. This area narrates the new competition - and cooperation - for customer interface, data, integrated services and business models. This is the space where payments become industry, platform, partnership and growth.

Themes: platforms, wallets, super apps, embedded finance, open finance, new business models, partnerships, corporate payments, PA, B2B, sector verticalisation, sustainability and value chain reconfiguration.

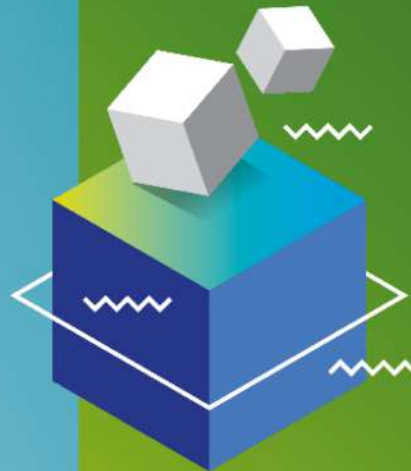


## THE EVOLUTION OF MONEY & INFRASTRUCTURE

### The evolution of money and infrastructure

Money takes on a new shape, gains speed and changes language. And with it, the infrastructures that make everything possible change too: circuits, rails, settlement models, interoperability, instant payments, cross-border payments, the digital euro, stablecoins and tokenised deposits. This area recounts the new strategic payments worksite: not just instruments, but a whole architecture of sovereignty, efficiency and innovation on which to build the future of the digital economy.

Themes: the digital euro, CBDC, stablecoins, tokenised deposits, programmable money, instant payments, A2A, payment rails, settlement, interoperability, cross-border and European payment sovereignty.

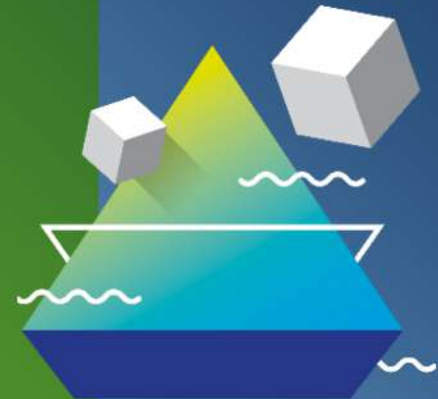


## THE EVOLUTION OF TRUST

### How trust is evolving

In the new digital ecosystem, trust is more than just necessary. It is an infrastructure to be designed, protected and grown. Regulation, digital identity, authentication, cybersecurity, anti-fraud techniques, AML, operational resilience and data governance have become enabling conditions for innovation. This area explains how security and compliance can turn limits into competitive levers, strengthening the role of banks as reliability guarantors across the market.

Themes: PSD3/PSR, AI Act, digital identity, authentication, data governance, cybersecurity, fraud prevention, AML, financial crime, operational resilience and risk management.



# AGORÀ DEL FUTURO

*In collaboration with*  
**StartupItalia**

The economy races at the speed of an algorithm, and the field where competition plays out is increasingly based on our ability to understand the shifting circumstances. Digital payments are not just a question of technology; they encapsulate the way that we approach and handle consumption, relationships, trust and security. During the latest edition of the Agora of the Future, we will find out what role institutions, banks and fintech companies occupy in this fast-paced transformation. Because, today more than ever, the future of finance coincides with the future of the people.

Themes: **Artificial Intelligence, cybersecurity, digital identity, instant payments, the digital euro, stablecoins, cryptocurrencies, the open ecosystem & fintech innovation and startups**



# STAY FINTECH, STAY TECH

*In collaboration with*  
**Fintech District**

The new stage and the new exhibition area dedicated to internationalisation and innovation where fintech evolves beyond the concept of “fin” and technology belongs to us all.

Themes: **the new frontiers of innovation, open innovation & fintech, artificial intelligence, embedded finance, B2B networking, cooperation and the future, internationalisation, investments**

Powered by Agorà del Futuro



# DIGITAL MARKETING AND INTEGRATED COMMUNICATION OBSERVATORY

*Closing Event*

In the new digital ecosystem, marketing and communication are becoming strategic pillars of the relationship between businesses and customers. The closing event of the Digital Marketing and Integrated Communication Observatory explores how data, AI, platforms and content are rewriting the rules governing trust and brand presence. From evolving customer journeys to the convergence of the physical and digital worlds, and from communities to new forms of communication, the Observatory explains how to build meaningful and consistent relationships in a context where value and engagement develop over time and across multiple touchpoints.

Themes: **AI and marketing automation, hybrid customer journeys, data and new metrics, physical-digital integration, platforms and communities, creator economy, social media and recommendations, brands and reputation, content and storytelling**

2026 Observatory appointments:

- **17 September**
- **7 and 8 October**

For further information about the Observatory, please email [abiaderentisocial@abi.it](mailto:abiaderentisocial@abi.it)



# TERRAZZA DEI TALENTI

**The Evolution of Human Potential**  
*Skills, culture and new languages of finance*

In an ecosystem that evolves at the speed of technology, the true distinguishing factor remains the human ability to interpret change, guide it and transform it into value. Terrazza dei Talenti is the area of the Salone dedicated to the people who make Payvolution possible: professionals, young talents, creators, innovators, communicators, educators, managers and the new generations. Here, the future of payments meets the future of skills. Not just upskilling and reskilling, but new ways of thinking, cooperating, communicating and building trust in the digital economy. From the languages of AI to financial culture, from inclusive leadership to new working models, from outreach to digital content, the Terrazza dei Talenti explores the evolution of the human being within the context of technological evolution. Because every technological transformation only becomes a reality when it encounters people capable of imagining it, understanding it and guiding it.

Themes: **Future skills, upskilling & reskilling, AI literacy and new work languages, financial and digital culture, inclusive leadership and organisational culture, talents and new professionals, content creation, community e dissemination, young generations and the future of work, and human-machine collaboration**



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**SALONE 2026**

# THE CAMPAIGN

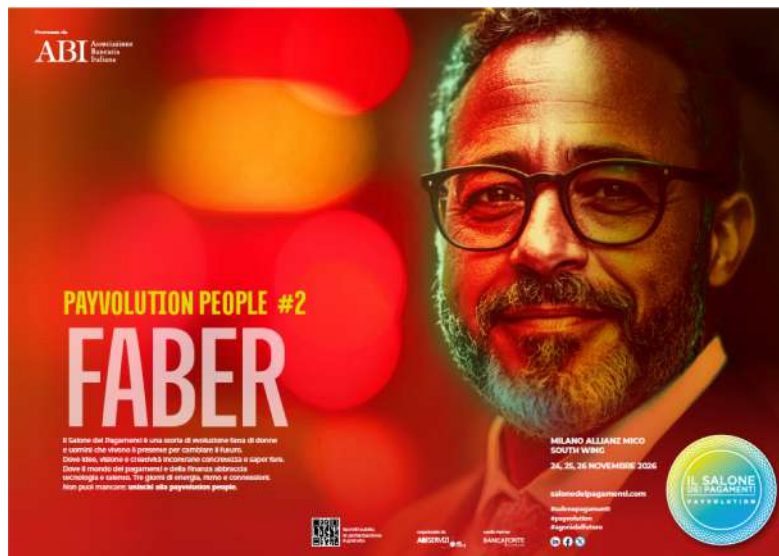
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# THE 2026 COMMUNICATION CAMPAIGN



# THE 2026 COMMUNICATION CAMPAIGN

**PAYVOLUTION PEOPLE**

Il Salone dei Pagamenti è una storia di evoluzione fatta di donne e uomini che vivono il presente per cambiare il futuro. Dove idee, visione e creatività incontrano concretezza e saper fare. Dove il mondo dei pagamenti e della finanza abbraccia tecnologia e talento. Tre giorni di energia, ritmo e connessioni. Non puoi mancare: unisciti alla **payvolution people**.

Promosso da  
**ABI** Associazione Bancaria Italiana

iscriviti subito, la partecipazione è gratuita

Organizzato da **ABISERVIZI**

Media Partner **BANCAFORTE**

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**IL SALONE DEI PAGAMENTI**  
PAYVOLUTION

The Salone dei Pagamenti is an **evolutionary** story written by men and women who live in the present to change the future.

Where ideas, vision and **creativity** meet **substance** and know-how. Where the world of payments & finance embraces technology & talent.

Three days of energy, high tempo and connections.

You can't miss it. **Join the payvolution people.**

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**SALONE 2026**

# THE SPACES

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# ALLIANZ MICO

The Allianz MiCo, **Europe's largest congress centre**, has always played host to the Salone dei Pagamenti.

Since the last edition, **the Salone dei Pagamenti has tripled the amount of space** made available to Partners and Participants. It has extended the area and now occupies **levels 0, 1 and 2** of the **South Wing** of the congress centre.

## Level 0, the heart of innovation

A visually arresting **exhibition area of over 10,000 sq.m.** designed to showcase exhibitors' stalls to the full. Here bespoke stands and experiential areas designed and implemented by Partners come to life, creating a dynamic, immersive and extremely impactful environment.

## Level 1, reception area and meeting rooms

The entrance to the Salone with a visitor-friendly intuitive traffic-flow layout featuring an accreditation zone, two wardrobes and several meeting rooms available for Partners.

## Level 2, contents and vision

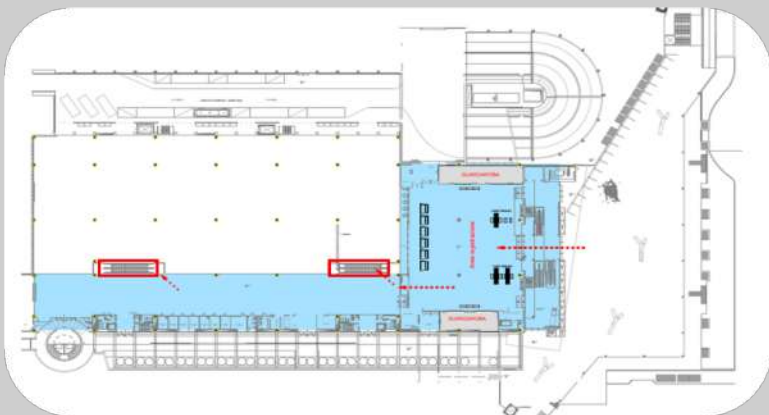
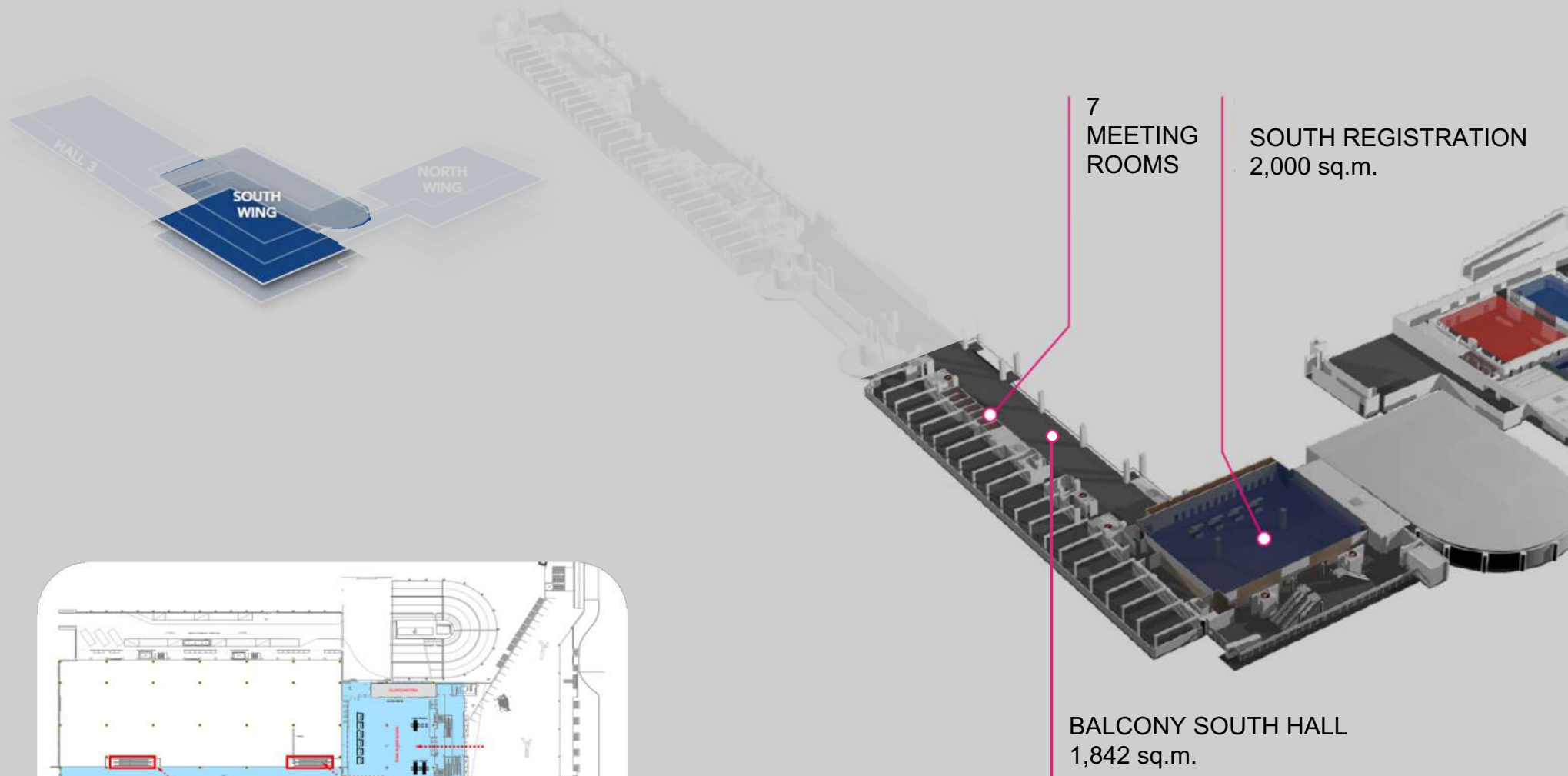
The floor dedicated to our content-packed Salone. The prestigious **Gold Room** accommodates the plenary sessions while the **Brown** and **Amber Rooms** simultaneously take in about **1,800 attendees** during the parallel sessions and Partner workshops. This floor also includes a **Café** and other small but welcoming **meeting rooms**.



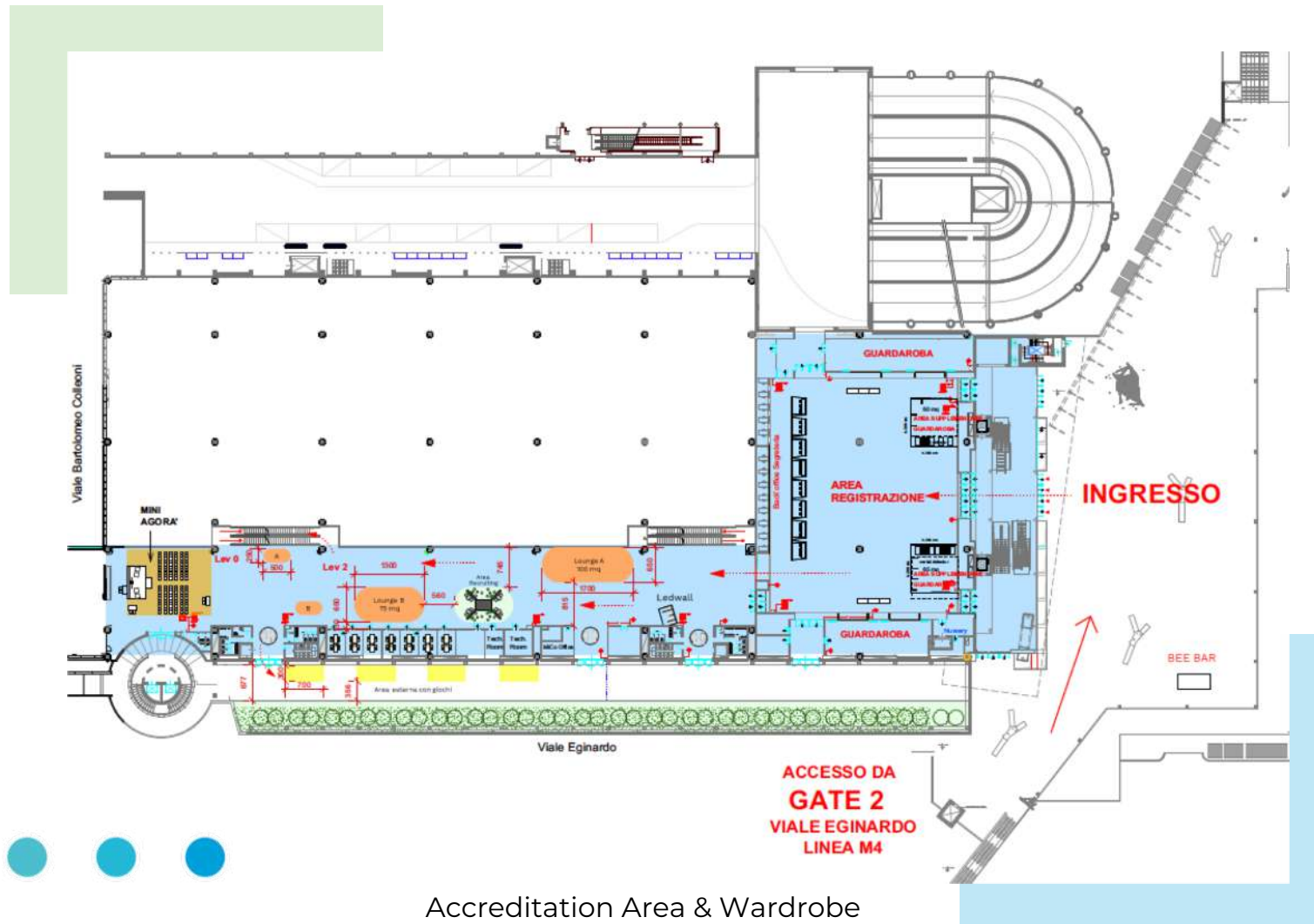
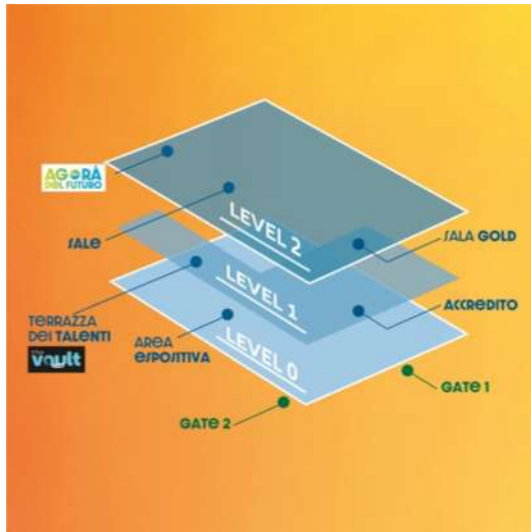
Partners will also be able to use their own brand to **customise various common areas** of levels 0, 1 and 2 of the Allianz MiCo occupied by Il Salone dei Pagamenti. These will be visible to all participants.

**The entrance to Il Salone dei Pagamenti is at (Gate 1) and in Viale Eginardo (Gate 2).**

# ALLIANZ MICO: SOUTH WING > Level +1

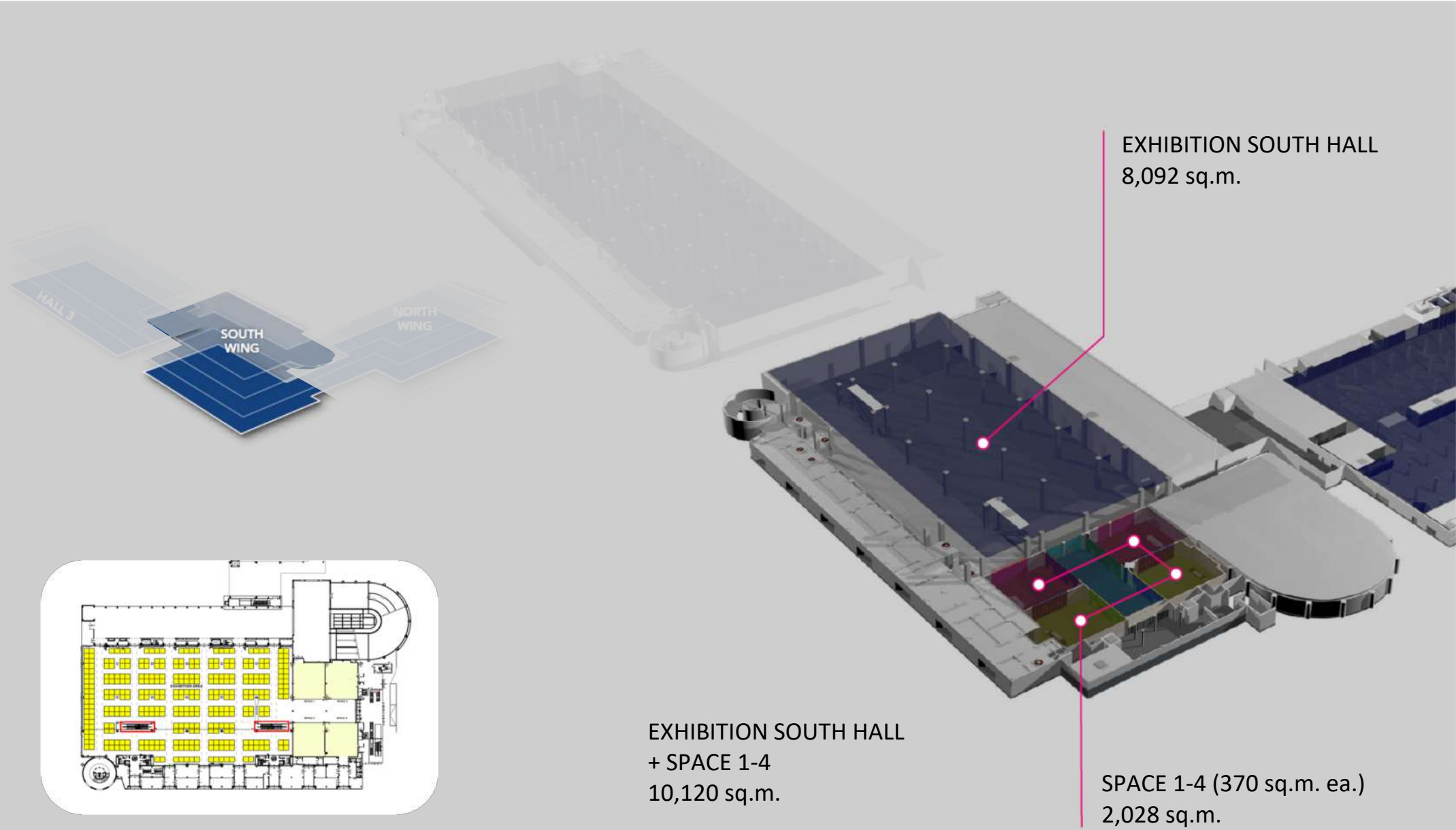


# ACCREDITATION & THE TERRACE OF TALENTS | LEVEL 1

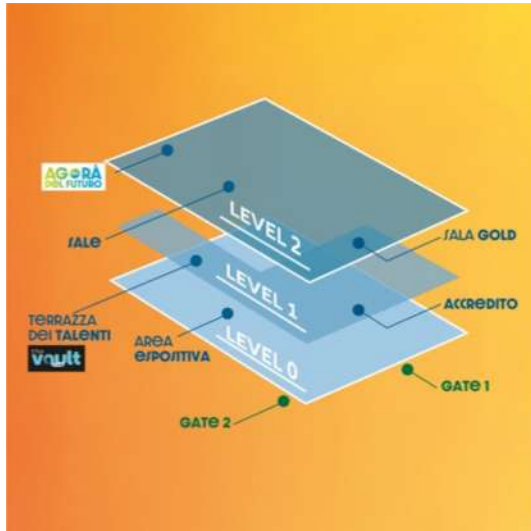


Accreditation Area & Wardrobe  
1,800+ sq.m. Terrace of Talents  
7 meeting rooms  
Customisable public areas

# ALLIANZ MICO: SOUTH WING > Level 0

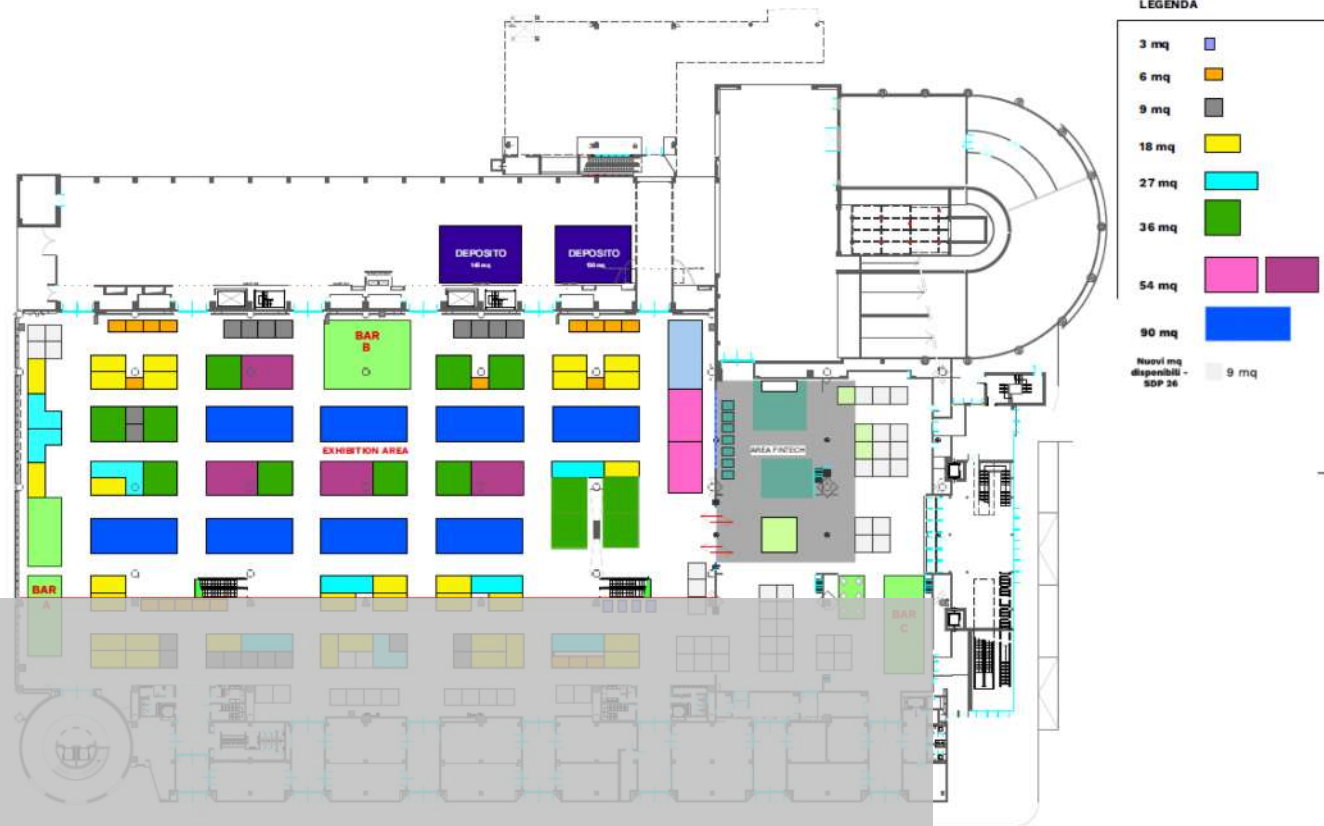


# EXHIBITION AREA | LEVEL 0



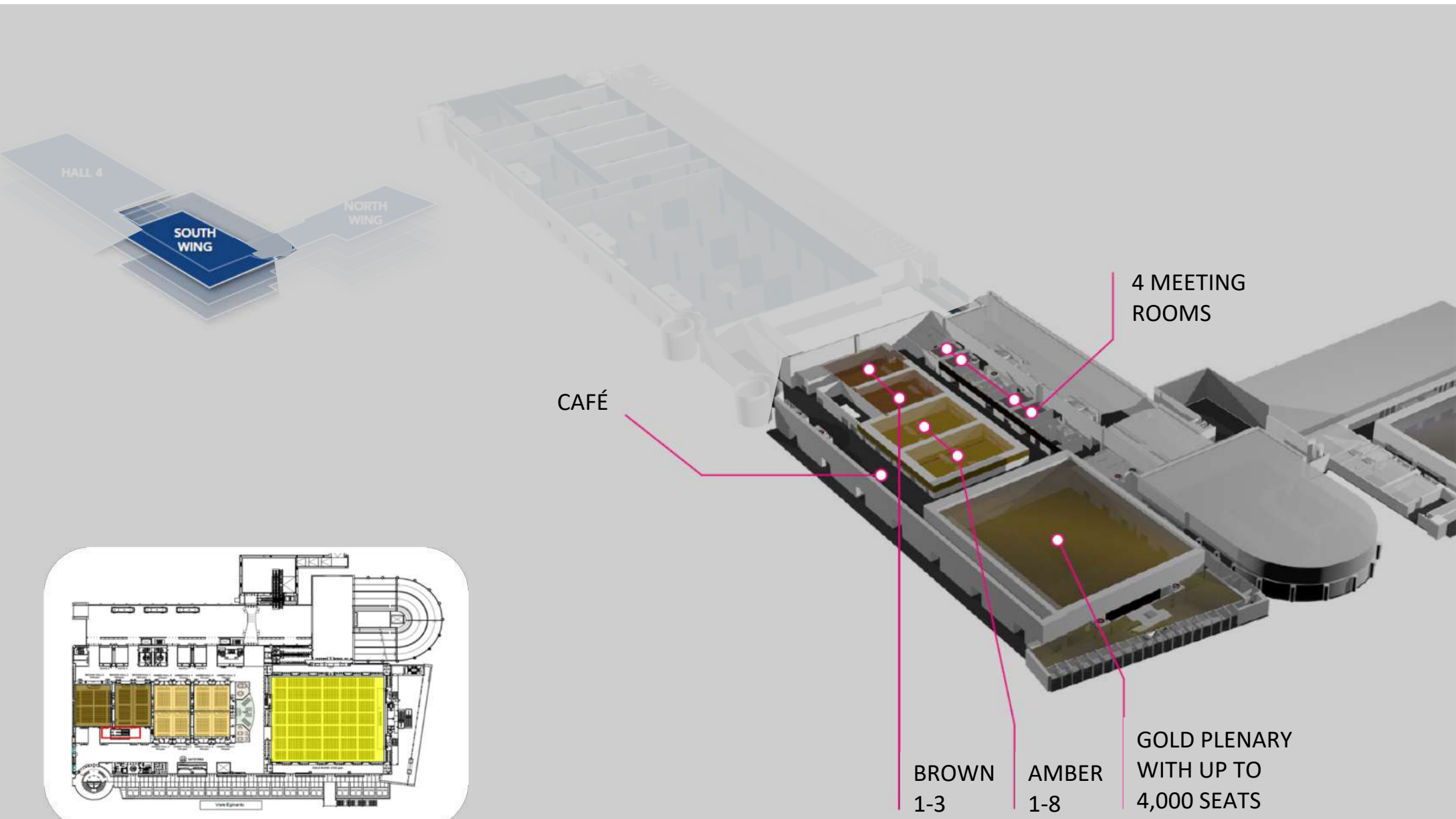
Ceiling height  
11.7 m

Ceiling height  
5.44 m

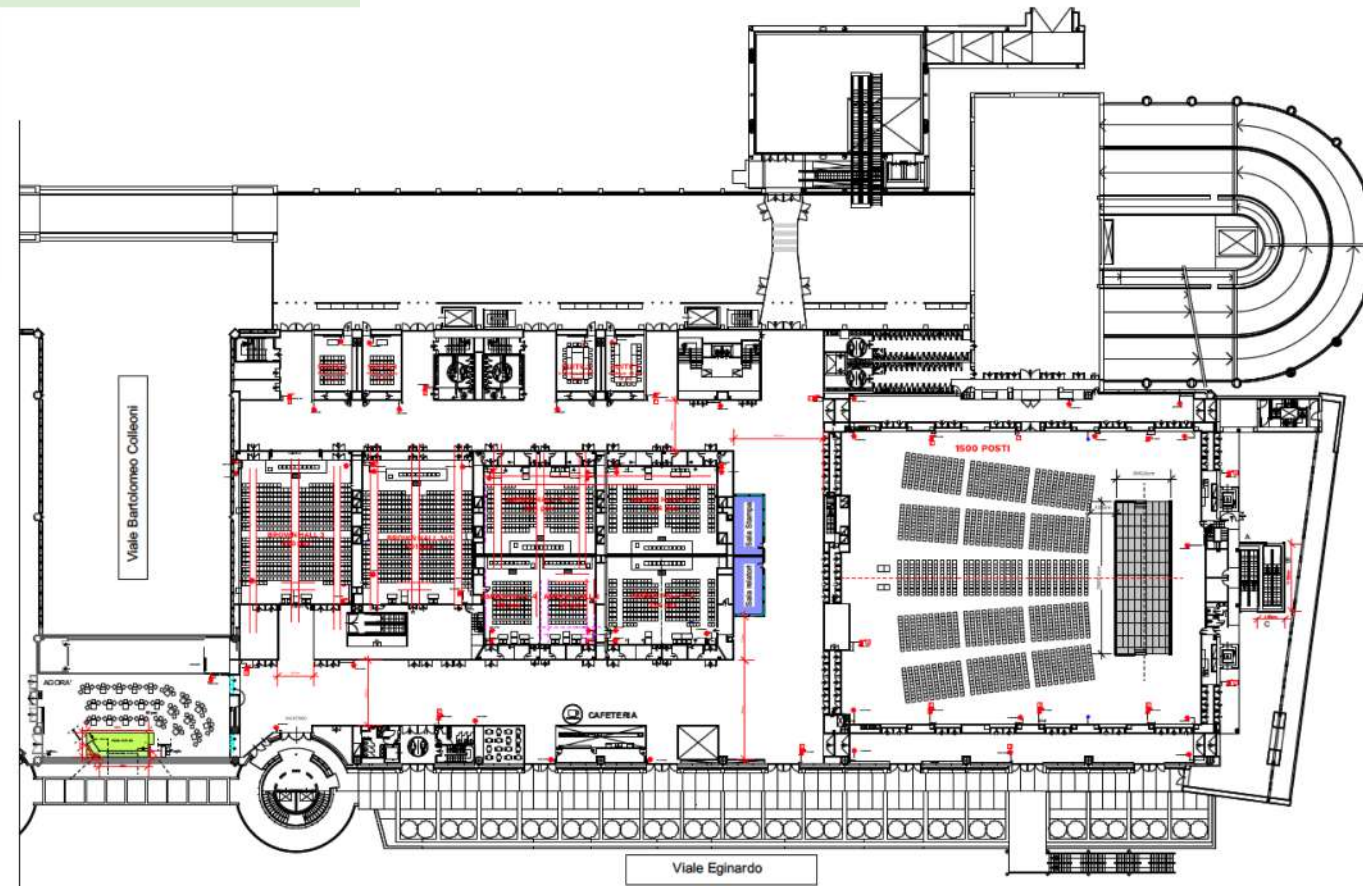
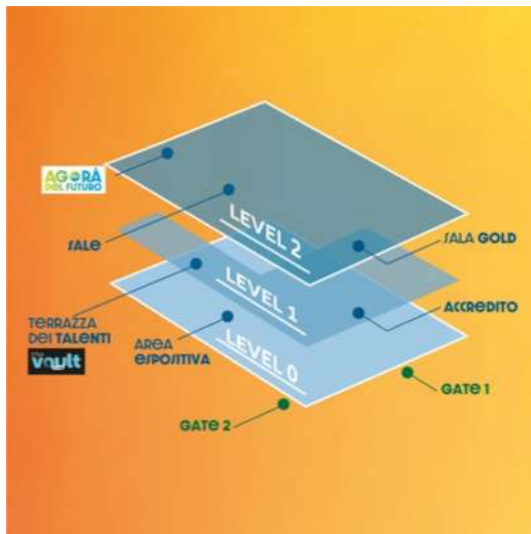


10,000+ sq.m. of Exhibition Spaces  
3 Cafés  
2 Exhibitors' Warehouses  
Customisable public areas

# ALLIANZ MICO: SOUTH WING > Level +2



# THE CONFERENCE HALLS | LEVEL 2



- 1 Plenary Room (Gold)
- 7 breakout rooms (Amber and Brown)
- Agora of the Future
- Press room
- Speakers' room
- 9 Meeting Rooms (Level 2 + Mezzanine)
- 1 Restaurant (Gold View Lounge)
- "Bar Milano" café

# ALLIANZ MICO: SOUTH WING +1

Entrance, accreditation & wardrobe, Terrace of Talents and meeting rooms



# ALLIANZ MICO: SOUTH WING 0

Exhibition area, restaurant, cafés, warehouse and media partners



## ALLIANZ MICO: SOUTH WING +2

Gold room, breakout room, Agora of the Future, Bar Milano café and meeting rooms



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# **SALONE 2026** **STANDS, PARTNERSHIPS** **AND CUSTOMISATION**

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# DISPLAY SPACE SIZES AND RENDER EXAMPLES

## TYPES OF PARTNERSHIPS

|                       |                  |
|-----------------------|------------------|
| Main Partner          | Brand Partner    |
| Platinum Partner      | Digital Partner  |
| Gold Workshop Partner | Start-up Partner |
| Gold Panel Partner    | Fintech Partner  |
| Silver Partner        | Media Partner    |

## EXHIBITION SPACE SIZE

|          |                                |
|----------|--------------------------------|
| 90 sq.m. | bare space                     |
| 81 sq.m. | bare space                     |
| 72 sq.m. | bare space                     |
| 54 sq.m. | bare space/pre-outfitted stand |
| 36 sq.m. | bare space/pre-outfitted stand |
| 27 sq.m. | bare space/pre-outfitted stand |
| 18 sq.m. | bare space/pre-outfitted stand |
| 9 sq.m.  | bare space/pre-outfitted stand |
| 6 sq.m.  | bare space/pre-outfitted stand |
| Corner   | pre-outfitted                  |



Images for exemplary purposes



## MAIN PARTNERS 90-72 – SPONSORSHIP DETAILS

**The stand is necessary for Main Partner status.** Companies will be able to choose creative projects independently; these must be shared with Allianz MiCo beforehand for verification of their viability.

| AMOUNT    | EXPO SPACE          |
|-----------|---------------------|
| € 105,000 | 90 sq.m. bare space |
| € 99,000  | 72 sq.m. bare space |

VAT excluded

**1 speech** in the opening plenary session

**3 speeches** in the parallel session/round tables 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 participants** in the Salone

**Logo** and **company profile** on the website [www.salonedepagamenti.com](http://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 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 media channels**

**Customisable communication kit** for promoting the event on own channels

**Photo-reportage**

**Dedicated administrative service** managed and coordinated by ABIEventi



## PLATINUM PARTNERS, 72- 54- 36 – SPONSORSHIP DETAILS

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

| AMOUNT   | EXPO SPACE                   |
|----------|------------------------------|
| € 72,000 | 72 sq.m. bare space          |
| € 60,000 | 54 sq.m. bare space          |
| € 52,000 | 36 sq.m. pre-outfitted stand |
| € 47,000 | 36 sq.m. bare space          |

VAT excluded

**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

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

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## GOLD WORKSHOP PARTNERS 36-27-18-9 – SPONSORSHIP DETAILS

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

| AMOUNT   | EXPO SPACE                   |
|----------|------------------------------|
| € 43,000 | 36 sq.m. pre-outfitted stand |
| € 37,000 | 36 sq.m. bare space          |
| € 37,000 | 27 sq.m. pre-outfitted stand |
| € 32,000 | 27 sq.m. bare space          |
| € 31,500 | 18 sq.m. pre-outfitted stand |
| € 28,000 | 18 sq.m. bare space          |
| € 28,000 | 9 sq.m. pre-outfitted stand  |
| € 25,000 | 9 sq.m. bare space           |

VAT excluded

**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 **participants** in the Salone

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**Customisable communication kit** for promoting the event on own channels

**Photo-reportage**

**Dedicated administrative service** managed and coordinated by ABIEventi



## GOLD PANEL PARTNERS 36-27-18-9 – SPONSORSHIP DETAILS

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

| AMOUNT   | EXPO SPACE                   |
|----------|------------------------------|
| € 41,000 | 36 sq.m. pre-outfitted stand |
| € 35,000 | 36 sq.m. bare space          |
| € 34,000 | 27 sq.m. pre-outfitted stand |
| € 29,000 | 27 sq.m. bare space          |
| € 28,000 | 18 sq.m. pre-outfitted stand |
| € 26,000 | 18 sq.m. bare space          |
| € 26,000 | 9 sq.m. pre-outfitted stand  |
| € 23,000 | 9 sq.m. bare space           |

VAT excluded

**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

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**Photo-reportage**

**Dedicated administrative service** managed and coordinated by ABIEventi



## SILVER PARTNERS 36-27-18-9 – SPONSORSHIP DETAILS

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

| AMOUNT   | EXPO SPACE                   |
|----------|------------------------------|
| € 30,500 | 36 sq.m. pre-outfitted stand |
| € 26,000 | 36 sq.m. bare space          |
| € 25,500 | 27 sq.m. pre-outfitted stand |
| € 21,000 | 27 sq.m. bare space          |
| € 21,500 | 18 sq.m. pre-outfitted stand |
| € 18,000 | 18 sq.m. bare space          |
| € 15,500 | 9 sq.m. pre-outfitted stand  |
| € 13,000 | 9 sq.m. bare space           |

VAT excluded

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**Customisable communication kit** for promoting the event on own channels

**Photo-reportage**

**Dedicated administrative service** managed and coordinated by ABIEventi

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

# BRAND AND DIGITAL-BRAND PARTNERS – SPONSORSHIP DETAILS

## BRAND PARTNERS

| AMOUNT  | EXPO SPACE               |
|---------|--------------------------|
| € 6,000 | <i>Not required</i>      |
| € 7,200 | <b>Exhibition corner</b> |

VAT excluded

**Logo** and **company profile** on the website [www.salonedepagamenti.com](http://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 **participants** in the Salone

## DIGITAL BRAND PARTNER

| AMOUNT   | EXPO SPACE          |
|----------|---------------------|
| € 5,000  | <i>Not required</i> |
| € 7,500* | <i>Not required</i> |

VAT excluded

**Logo** and **company profile** on the website [www.salonedepagamenti.com](http://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** 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**



# START-UPS/FINTECH PARTNERS & MEDIA PARTNERS, SPONSORSHIP DETAILS

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

## START-UP<sup>(1)</sup> and FINTECH<sup>(2)</sup> PARTNERS

| AMOUNT  | EXPO SPACE                  |
|---------|-----------------------------|
| € 5,500 | Exhibition corner           |
| € 7,000 | 6 sq.m. pre-outfitted stand |

VAT excluded

**1 Pitch** within the programme schedule (Agora of the Future section)

**Logo** and **company profile** on the website [www.salonedepagamenti.com](http://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](http://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 media channels**

**Dedicated administrative service** managed and coordinated by ABIEventi

Option of receiving the **List of registered people** and of **participants** at 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](mailto: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.

<sup>(1)</sup> Offer valid for innovative start-ups in operation for less than 24 months, entered in the register of companies in the special section for Innovative Start-Ups (see Italian Law No. 221 of 18 December 2012).

<sup>(2)</sup> Offer valid for companies whose main activity is the offering of a product or service within a specific category (list obtainable from [partner@salonedepagamenti.com](mailto:partner@salonedepagamenti.com)) and which were incorporated after 2010 and have fewer than 50 employees in Italy.



# STAY FINTECH & STAY TECH PARTNERS, SPONSORSHIP DETAILS RESERVED FOR THE FINTECH DISTRICT COMMUNITY

## STAY FINTECH & STAY TECH PARTNERS

| AMOUNT  | EXPO SPACE                  |
|---------|-----------------------------|
| € 5,000 | Exhibition corner           |
| € 6,500 | 6 sq.m. pre-outfitted stand |

VAT excluded

**Exhibition corner or stand measuring 6 sq.m. pre-outfitted and customised with the Partner's logo** and located within the **"Stay Fintech" space** inside the exhibition area

**Logo** and **company profile** on the websites [www.salonedepagamenti.com](http://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](http://bancaforte.it)

**Summary article** on [fintechdistrict.com](http://fintechdistrict.com) at the end of the event, featuring dedicated graphics with the logos of the companies involved

**Customisable communication kit** for promoting the event on own channels

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

**Dedicated administrative service** managed and coordinated by ABIEventi

**Option of taking part in a 'call for speaker'** \* for which selected companies may speak at one of the sessions with the support of the Fintech District within the "Stay Fintech" space located inside the exhibition area (level 0). The sessions will be conducted in English.

**\*for further information, please send an email to: [stayfintech@salonedepagamenti.com](mailto:stayfintech@salonedepagamenti.com)**

*The offer is valid for companies within the **Fintech District** community or/and that have joined the Fintech District and Milano&Partners Soft Landing (for more information on joining the Community and the Soft Landing Program, please send an email to: [info@fintechdistrict.com](mailto:info@fintechdistrict.com))*



# ON-DEMAND SERVICES SUPPLEMENTING THE SPONSORSHIP PACKAGES

**1 outfitted supplementary module size 6 sq.m..**

**€ 5,000**

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

**€ 9,000**

**1 bare space supplementary module size 9 sq.m..** (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 **participants** in the Salone

**€ 3,300**

**1 private meeting room for half a day** (9 am to 1 pm or 2 pm to 6 pm) for business appointments (prior verification of availability)

**€ 800**

**1 private meeting room for one day** (9 am to 6 pm) 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

# BRANDING OF COMMON SPACES – EXAMPLES

(full catalogue with all customisable spaces will be available soon)



# SUMMARY OF THE MAIN DEADLINES FOR PARTNERS

| DESCRIPTION                                                                                                                                                                                                                                                                       | DEADLINE                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <b>For the Bare Spaces:</b> send your customised project and compiled documentation to <a href="mailto:sdp2026@fieramilanocongressi.it">sdp2026@fieramilanocongressi.it</a> as well as a copy to <a href="mailto:partner@salonedepagamenti.com">partner@salonedepagamenti.com</a> | <b>16 October 2026</b>  |
| <b>For Pre-Outfitted Stand:</b> confirmation of structural modifications (1) and confirmation of the colour of carpeting and armchairs (if included in the surface area)                                                                                                          | <b>02 November 2026</b> |
| Requests for wall-mounted items and additional services* on the Fiera Milano Congressi Exhibitor Services portal<br>* see specifications on the portal                                                                                                                            | <b>16 October 2026</b>  |
| Requests for catering services from Fiera Milano Congressi Compass Group                                                                                                                                                                                                          | <b>06 November 2026</b> |
| Requests for external catering services<br>Identità Golose Milano - Manicaretti - Pazzesco                                                                                                                                                                                        | <b>06 November 2026</b> |

(1) Any modification to the structure of the pre-outfitted stand that implies the redesigning of the latter (with the relative drawing up of a new project sheet, static approval and management of the outfitter's supply) will have a project cost of 950 Euro excluding VAT, plus the relative cost for the new structure requested.

Promoted by

**ABI** Associazione  
Bancaria  
Italiana



**SALONE 2026**

# BANCAFORTE'S ACTIVITIES FOR PARTNERS

Organized by

**ABISERVIZI** 

Media Partner

**BANCAFORTE**  
Innovation key

# BANCAFORTE

**Bancaforte** is the media platform of ABIServizi and **Media Partner** of all **ABIEventi** initiatives. It lies at the core of an information ecosystem that narrates and showcases content and key players through articles, video interviews, newsletters, event specials, columns and social-network posts. In addition to the bancaforte.it portal is **Bancaforte TV, the digital TV channel that gives voice to the banks and companies with dedicated journalistic services.**

During Il Salone dei Pagamenti, we offer Partners **further promotional activities** in addition to those already included in the various sponsorship packages for the event.

In particular, we have come up with **three different media kits**: the first one is linked to your participation as a Partner of the Salone; the second provides journalistic activities that can also refer to topics other than those dealt with during the three days of the event. They must be used by March 31, 2026. The third kit relates to the enhancement of the content of your workshop (where provided under the sponsorship package purchased).



# BANCAFORTE MEDIA KITS FOR PARTNERS

## “SALONE 2026 SPECIAL” MEDIA KIT

- **1 written interview/article (4,000 characters)** by the Bancaforte editorial staff, published in the Il Salone dei Pagamenti Special on Bancaforte.it (post-event)
- **1 video interview** by the Bancaforte editorial staff, published in the Il Salone dei Pagamenti Special on Bancaforte.it (to be produced on-site)
- **1 relaunch of the video interview** on Bancaforte.it, in an Il Salone dei Pagamenti Special Newsletter (during the Salone or post-event)
- **1 relaunch of the written interview/article** on Bancaforte.it, on a Salone dei Pagamenti Special Newsletter (post-event)
- **1 skin on Bancaforte.it** online thirty days after publication date
- **1 post dedicated to the Partner** on ABIEventi's LinkedIn pages and/or those of Il Salone dei Pagamenti and/or Bancaforte

**Offer reserved for Salone Partners: € 4,000**

## 2026-2027 MEDIA KIT RESERVED FOR THE SALONE 2026 PARTNERS

- **2 written interviews/articles** (4,000 characters) by the Bancaforte editorial staff, to be produced by 30 April 2027, including on topics other than those relating to Il Salone dei Pagamenti
- **1 video interview** by the editorial staff of Bancaforte, published in the Il Salone dei Pagamenti Special on Bancaforte.it to be conducted on-site, or to be conducted by 30 April 2027, including on topics other than those related to the Salone dei Pagamenti
- **1 relaunch of the video interview** on Bancaforte.it, in an Il Salone dei Pagamenti Special Newsletter (during the Salone or post event) or on Bancaforte newsletters
- **2 relaunches of the written interviews/articles** on Bancaforte.it, on an Il Salone dei Pagamenti Special Newsletter (post-event) or on Bancaforte newsletters
- **1 post dedicated to the Partner** on ABIEventi's LinkedIn pages and/or those of Il Salone dei Pagamenti and/or Bancaforte

**Offer reserved for Salone Partners: € 4,500**

## “SALONE 2026 WORKSHOP SPECIAL” PACKAGE

- **recording of own workshop** during one of the three days of the event **2 video interviews** to be conducted at the Partner's choice with the speakers who participate in the workshop or with company testimonies (customers, partners, institutions, etc.)
- **1 video reel of 1 minute** to post on LinkedIn about the latest innovations on show at the Partner's stand
- **1 article summarising the workshop topics** with quotes by the speakers
- **1 post dedicated to the Partner** on ABIEventi's LinkedIn pages and/or those of Il Salone dei Pagamenti and/or Bancaforte

**Offer reserved for Salone Partners: € 6,000**

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Bancaria  
Italiana



**SALONE 2026**

# THE WORK TEAMS AVAILABLE TO PARTNERS

Organized by

**ABISERVIZI** 

Media Partner

**BANCAFORTE**  
Innovation key

**In charge of ABIMedia** Maria Teresa Ruzzi [m.ruzzi@abi.it](mailto:m.ruzzi@abi.it)

**In charge of ABIEventi** Alessandra Chioetto [a.chioetto@abiservizi.it](mailto:a.chioetto@abiservizi.it)

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### **Talent Terrace Programme**

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### **Agora of the Future Programme**

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### **Partnership Contractualisation - Food & Beverage**

Barbara Soiat [b.soiat@abi.it](mailto:b.soiat@abi.it)

### **Digital Marketing & Communication Observatory Event Programme**

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### **Media Partner Management**

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Partner Secretariat [partner@salonedepagamenti.com](mailto:partner@salonedepagamenti.com)

Speakers Secretariat

[speaker@salonedepagamenti.com](mailto:speaker@salonedepagamenti.com)

Promoted by

**ABI** Associazione  
Bancaria  
Italiana



# JOIN THE PAYVOLUTION PEOPLE

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**ABISERVIZI**  
ABI  
EVENTI

Media Partner

**BANCAFORTE**  
Innovation key

**MILAN ALLIANZ MICO  
SOUTH WING**

**24, 25, 26 NOVEMBER 2026**

[salonedepagamenti.com](https://salonedepagamenti.com)

#salonepagamenti

#payvolution

#agoràdelfuturo



To receive a tailor-made quote for your company and to request further information about Il Salone dei Pagamenti 2026, please contact your Key Account Manager or send an email to:

[partner@salonedepagamenti.com](mailto:partner@salonedepagamenti.com)

**We will be happy to get back to you as soon as possible!**

[www.salonedepagamenti.com](https://www.salonedepagamenti.com)