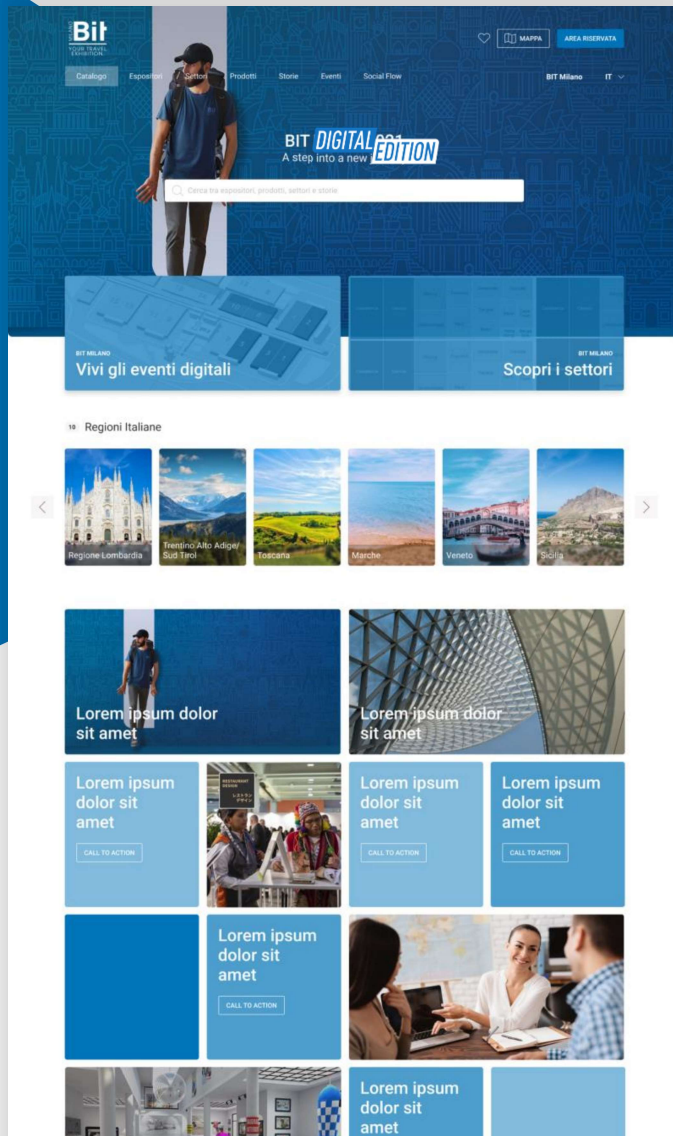


MILANO **Bit** *DIGITAL EDITION*

YOUR TRAVEL EXHIBITION.

9 – 11 MAY for TRADE VISITORS

12 – 14 MAY for TRAVELLERS



MILANO **Bit** *DIGITAL EDITION* YOUR TRAVEL EXHIBITION.

It is a new trade fair experience that, thanks to an innovative platform, allows staying connected with the market, facilitating dialogue between supply and demand, discovering exhibitors' offers and services and, above all, participating as a protagonist in the debate on the future of tourism, accessing a vast programme of conferences and events.

Fully integrated into the event website, **Bit Digital Edition** features three areas to allow immediate use of all its features.

Home page

It is a showcase that immediately displays the vastness of **Bit Digital Edition** and guides the visitor in an intuitive and simple way in the search for exhibitors and editorial content: events, stories or social posts

The three areas

Digital Events for updating and training, thanks to a schedule of conferences on current issues and high level speakers

Expo Plaza to present a preview of the national and international tourism offer and dialogue with the sector's operators and the travelling public

BIT Community to interact directly and in real time with the TOP national and international buyers selected for you

Digital Events

Expo Plaza

Bit Community

9-11

May 2021

meet the
Operators

Digital Events

Expo Plaza

12-14

May 2021

dedicated to
the travelling
public



FIERA MILANO

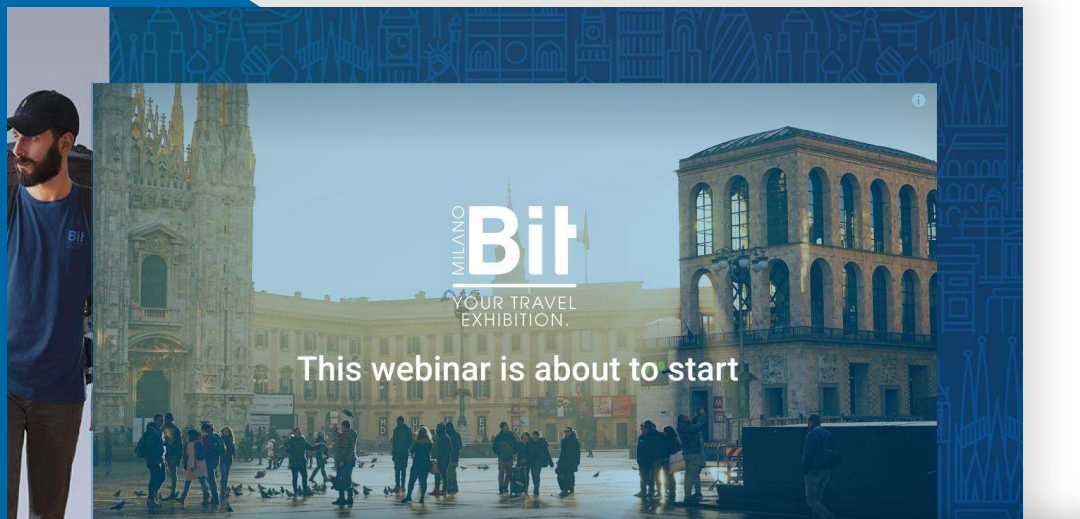
Digital events

This is the section dedicated to training, information and digital entertainment.

The rich programme of conferences, press conferences and presentations is:

- **split** into days and time slots to allow the operators to select topics of interest and organise their agenda.
- **told** through abstracts, speakers' biographies and documents on each topic being discussed.
- **featuring** events organised by Bit and the exhibitors

Participation in events organized by Bit is subject to registration.



The Bit Digital Edition event numbers

70	250+
conferences	speakers

Expo Plaza

MILANO
Bit
YOUR TRAVEL
EXHIBITION.
DIGITAL EDITION

Expo Plaza

This area details the information dedicated to exhibitors who can introduce their proposals and services in an effective and personalised manner, dialogue with visitors thanks to the chat integrated into their agenda, and initiate negotiations.

Exhibitors can customise their page by creating content to share with visitors through stories, documents, information, videos, and links to events.

A rich and engaging
user experience

The Expo Plaza editor allows the exhibitors to
personalise their page and easily connect
with guest users.

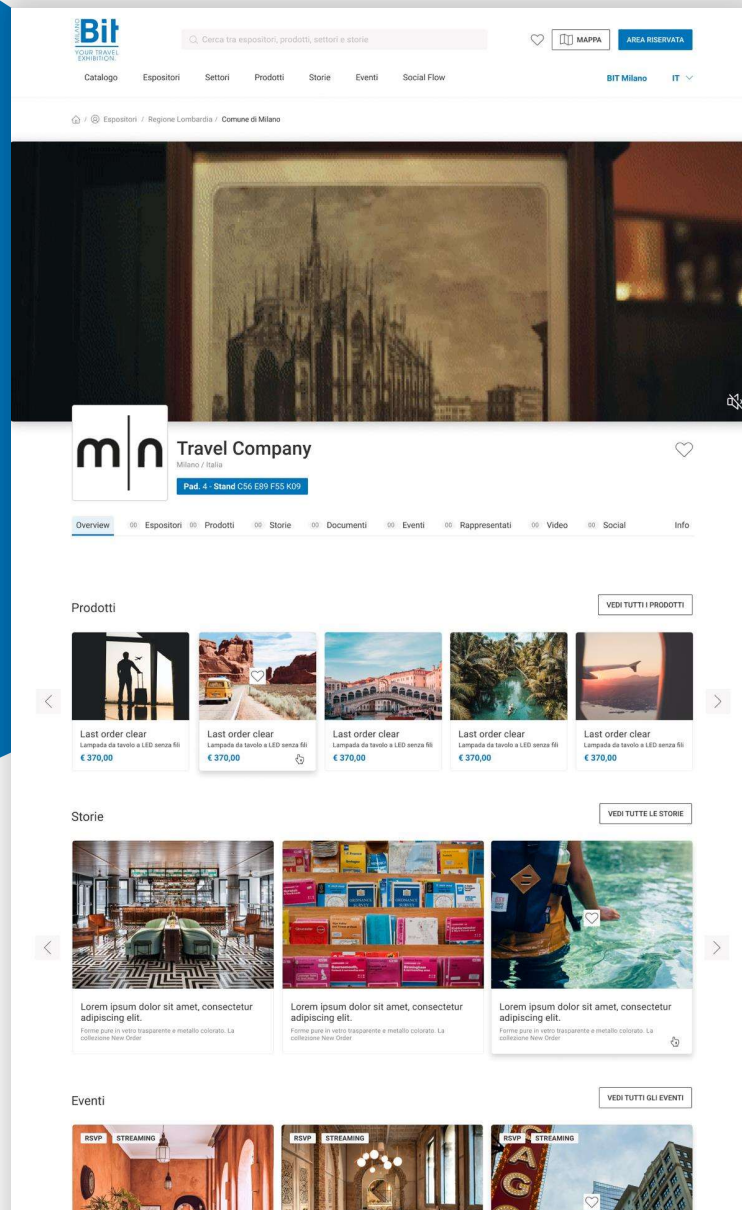


FIERA MILANO

Exhibitor HOME PAGE

This is the showcase page where you can upload presentations and catalogues, publish editorial content, and thus enhance the attractiveness and visibility of your presence on the platform.

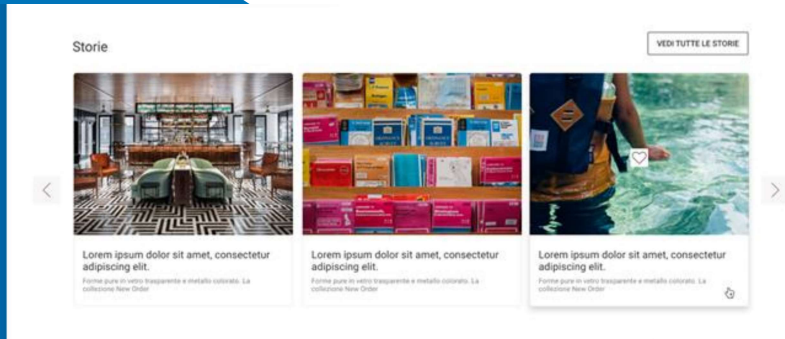
In addition, thanks to the **Chat** and the integration of the **Open Agenda** appointment system, you can be contacted and interface directly with visitors



Dedicated showcase page features

- STORIES
- PRODUCTS
- SOCIAL CONTENT
- CHAT
- OPENAGENDA
- EVENTS by the exhibitor

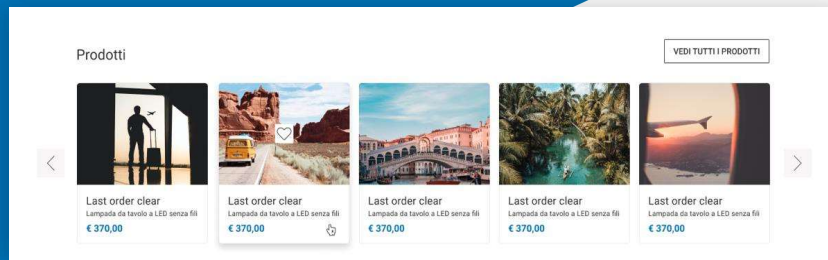




STORIES (EDITORIAL CONTENT)

Here you can introduce yourself, describe your products and services and share interesting news, tell your story with texts, pictures, links and videos from YouTube or Vimeo to catch the visitor's attention.

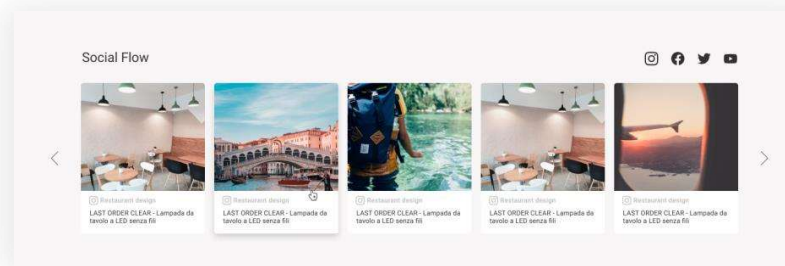
We suggest to upload 3 stories at least to make the page more appealing



DOCUMENTS AND CATALOGUES

In this section you can upload a selection of products or services to show to your visitors. All documents can be uploaded in PDF format .

The maximum size of each pdf document is 10 MB



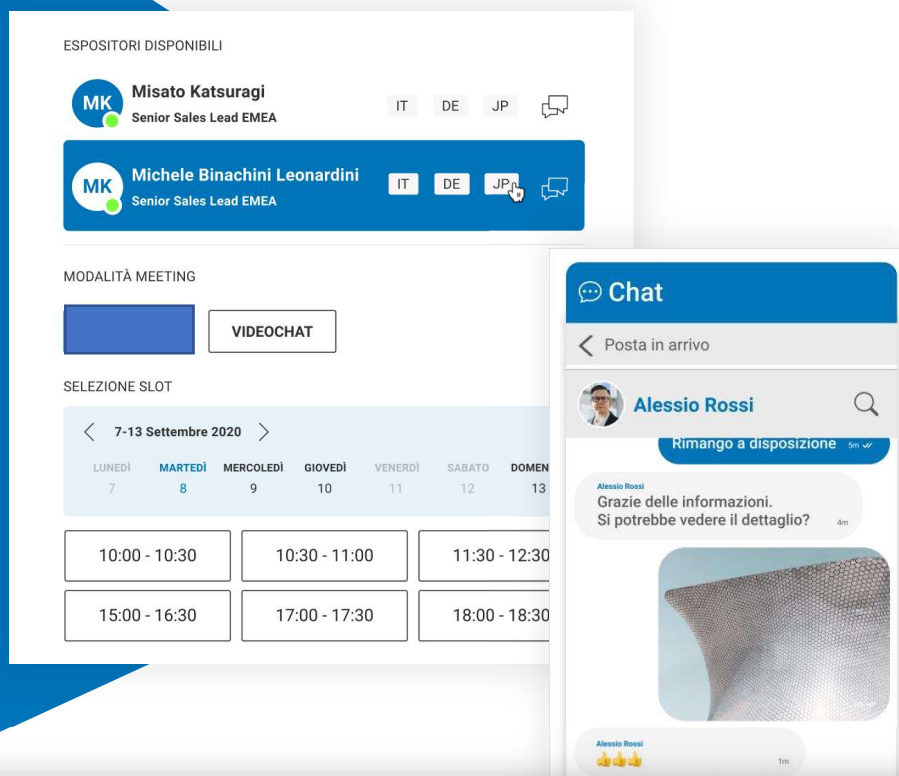
SOCIAL

Your content from Facebook, YouTube and Twitter will be automatically uploaded to this section to further enrich your showcase



The event schedule - Digital Events area - will automatically add your entries, allowing you to promote them and make them visible to everyone.

In addition, if you need to promote it through your communication tools, all you have to do is copy the link from the page and paste it in the selected tool.



Open Agenda allows visitors to better manage their agenda for the event and to book meetings.

Expo Plaza / Open agenda and Chat



OPEN AGENDA

It is an integrated scheduling system that allows to organise an agenda of meetings.

Using the chat service, integrated with the Open Agenda, you can dialogue directly with visitors for a more comprehensive user experience.

This feature is active on 9, 10 and 11 May 2021

CHAT

The Chat feature allows visitors to get in touch with you directly. It is a practical and fast way to interact both with professional operators and the travelling public.

9-11 May 2021 Meet the Operators

12-14 May 2021 Meet the travelling public

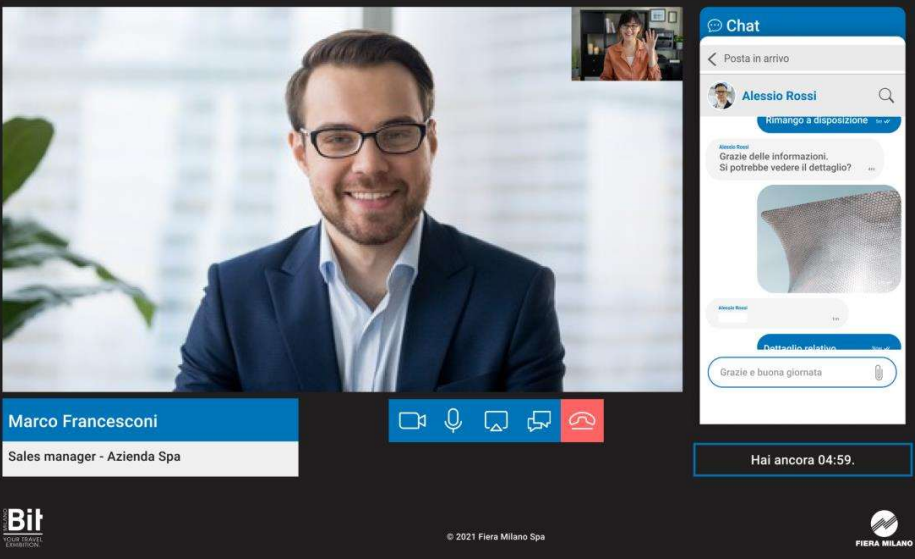
Bit Community

A large "virtual room" where top national and international buyers and exhibitors can arrange appointments, videochat and do business.

Thanks to a highly evolved and customised search engine, the platform can recommend partners that best match your business needs.

Thus, you can optimise your time and exploit your participation at its best.

The Bit Community agenda is only active on the following days
9, 10 and 11 May 2021



Meet selected buyers from around the world at
the Bit Community



MILANO **Bit**

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DIGITAL *EDITION*