

FISHING | BOATING | OUTDOOR

PESCARE SHOW

3 – 4 FEBRUARY 2024
PESCARE SHOW

VICENZA EXHIBITION CENTRE

1 – 2 – 3 MARCH 2024
PESCARE SHOW SUD

MOSTRA D'OLTREMARE
NAPOLI EXHIBITION CENTRE

Organized by:



In partnership with:



Supported by:



Media Partner:



Pescareshow.it

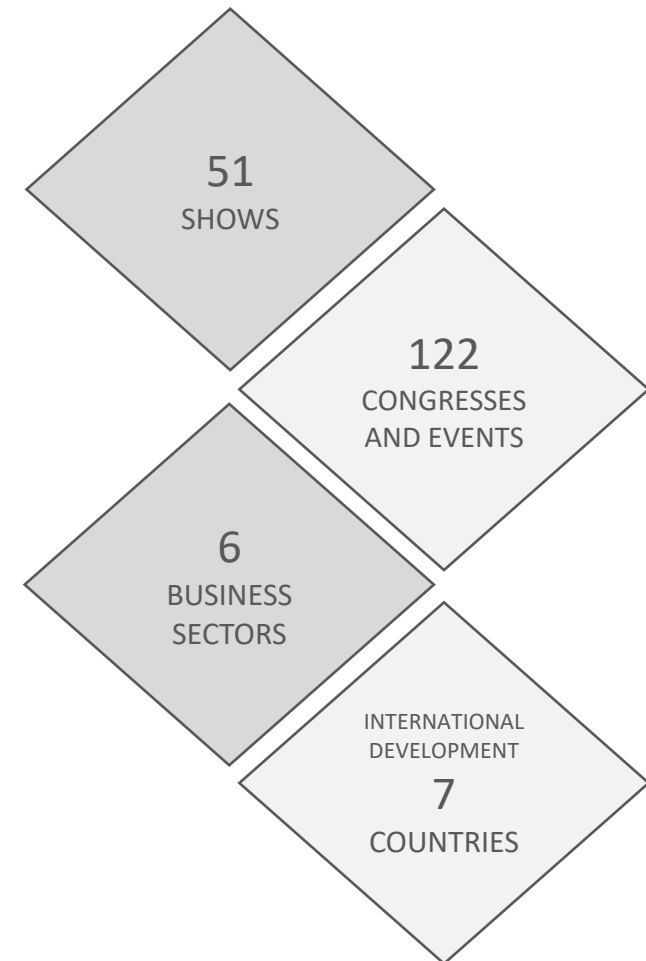


#PescareShow24

Italian Exhibition Group S.p.A. with its facilities in Rimini and Vicenza and its expertise, has achieved national leadership ***over the years in the organization of trade shows and conferences***, by creating value for stakeholders and territories and **putting communities and business into the network** in Italy and abroad.

It operates in six business lines:

- ✓ organized events
- ✓ conferences
- ✓ hosted events
- ✓ related services
- ✓ publishing
- ✓ sports events



BUSINESS SECTORS

WELLNESS & SPORTS

RiminiWellness, FoodWell Expo, Dubai Muscle Show, Dubai Active Industry, UAE Exercise Professionals Summit, Brasil Trading Fitness Fair, Mexico Active & Sport Expo, Pescare Show and MondoMotori are organised by IEG both in Italy and abroad also in partnership with top global trade show players

FOOD & BEVERAGE in this sector there is a galaxy of expo events, key brands for the development of the market. **Sigep, Beer&Food Attraction, BBTech Expo and Cosmofood** represent and export unbeatable richness Made in Italy, for example, with **Sigep China**.

LIFESTYLE & ENTERTAINMENT includes events, b2b or b2c, such as Mir Tech, Enada, RAS, Abilmente, Koine', which involve communities from the world of entertainment, games, creative handcrafts and cult objects.

TRAVEL & HOSPITALITY

TTG Travel Experience, InOut, SIA Hospitality Design and SUN Beach&Outdoor Style, the European marketplace, Greenscape and Superfaces as well as favouring tourism business, these events offer the sector leading edge cultural contributions, to the advantage of areas and enterprises

GREEN & TECHNOLOGIES

IEG boasts international coverage of the circular economy and renewable energies sector with **Ecomondo**, in Italy, China and Mexico, and **K.EY.**, **IBE Intermobility Bus Expo** and **Tecna**.

JEWELRY & FASHION means renewal and tradition, uniqueness and heritage. The Italian gold and jewellery sector has a decisive export to foreign markets. IEG covers it in Italy with brands like **Vicenzaoro**, **T.Gold**, **Oroarezzo**, and abroad with global events including **JGTD in Dubai**.

OUR VENUES

RIMINI EXPO CENTRE

In terms of floor space, **Rimini Expo Centre** is one of the largest trade show and exhibition locations in Italy. It has **189.000 sqm** of useable space, of which **129.000** is gross expo space and **60.000 sqm** services. It has **24** modular **conference rooms**, an internal **main line railway station**, **11.000 parking spaces** and a press room, business centre, restaurants and refreshment corners.



VICENZA EXPO CENTRE

Vicenza Expo Centre covers a useful floor area of **80.000 sqm**, it has an upper level with a food and refreshment zone and conference rooms, several service areas for Exhibitors and visitors, press rooms and meeting rooms as well as a **charming theatre, "Sala Palladio"**. It also has a **7-level car park** with space for **600** cars.

WORLDWIDE



ABOUT PESCARE SHOW

Pescare Show is the unmissable appointment for all the sport fishing universe as well as for yatching and boating professionals, thanks to the partnership with FIPSAS – the Italian Federation of Sport Fishing and Underwater Activities.

The Show represents a unique chance to enhance the exchange between the sport communities with the key players of the sector, its major experts along with national and international influencers.

Pescare Show is:

- ❖ An event to spread the culture of sport fishing in an innovative way, respecting a long – standing tradition
- ❖ An opportunity for the Companies to expand the market base, thanks to the B2C vocation and B2B business opportunities
- ❖ The stage where discuss national and international political and institutional issues related to the world of fisheries





THE OPPORTUNITY TO MEET ALL
THE SPORT FISHING COMMUNITIES

U FLY FISHING

U COARSE FISHING

U BIG GAME

U BASS FISHING

U SPINNING

U CARP FISHING

BUSINESS SECTORS

FISHING

MANUFACTURERS
DISTRIBUTORS
RETAILERS
CLUB AND FISHING BASINS

ELECTRONICS

GPS
ECHO SOUNDER
RADAR
AIRCRAFT

BOATING

MOTORS
FISHING BOATINGS
COMPONENTS

TOURISM

ASSOCIATIONS
MEGAZINE/MEDIA
AGENCIES/LODGES
TOUR OPERATORS

SPECIAL AREAS

ACQUADEMO
CASTING POOL
FLY TYING

SHOWCASE

FLYFISHING FILM FESTIVAL
SOCIAL MEDIA VILLAGE
CONTENT HUB

PESCARE SHOW BY NUMBERS

39.000

SQM EXHIBITION
AREA

20.000

VISITORS

30%

INTERNATIONAL
EXHIBITORS

BUYERS FROM

12

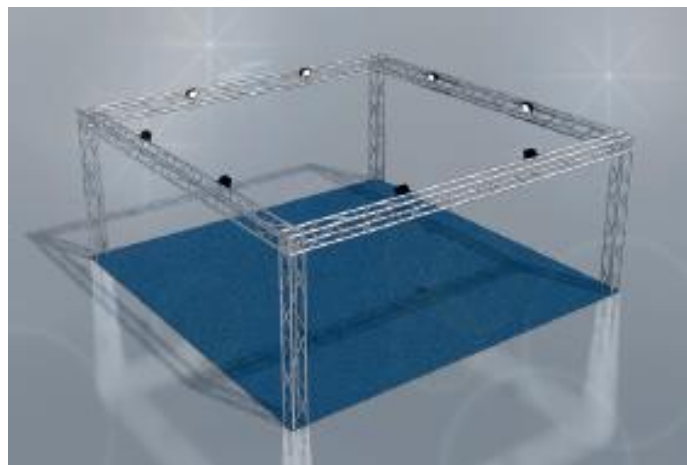
COUNTRIES



EXHIBITION SOLUTIONS



STANDARD STAND FITTING - Corner
 Flammability class I blue carpet with protective covering nylon, white honeycomb sandwich panels 250/300 cm high, white wooden fascia board 8 cm thick 70 cm high with side 20x20 cm column, 3x 50 W led spotlights; 1x 500W power strip trapezoid corporate logo on fascia board; digital print on forex



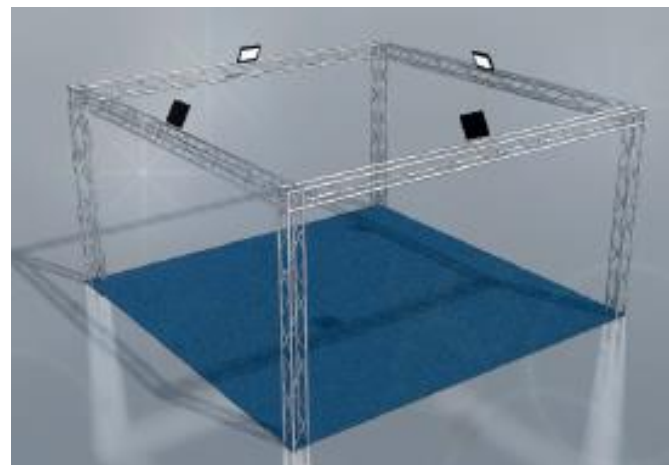
**STAND FITTING RING 64 MQ
 RING 8X8XH3 MT**
 Flammability class I blue carpet with protective nylon covering, steel lattice structure 29x29 cm x H300 cm, 8x50 W led spotlight + 1x220 V power strip (max electrical absorbion 2k), desk 100x50xH98cm

Optional FURNITURE PACKAGE:

white panels 8 mt x H 2,9 mt included closet 2 x 1 mt with door and furniture (1 waste basket, 1 coat hanger, 1 stool)



**STANDARD STAND FITTING –
 Corner + Furniture**
 The stand maintains the same fitting of STANDARD TYPE, it has to be added the FURNITURE PACKAGE that includes: 1 closet 1x1mt with door, 1 square table, 3 white chairs, 1 reception desk, 1 stool, 1 waste basket, 1 coat hanger.



**STAND FITTING RING 80/160 MQ
 RING 8X10XH4 MT or
 RING 8X20XH4 MT**
 Flammability class I blue carpet with protective nylon covering, steel lattice structure 29x29 cm x H400 cm, 8x50 W led spotlight + 1x220 V power strip (max electrical absorbion 2k), desk 100x50xH98cm

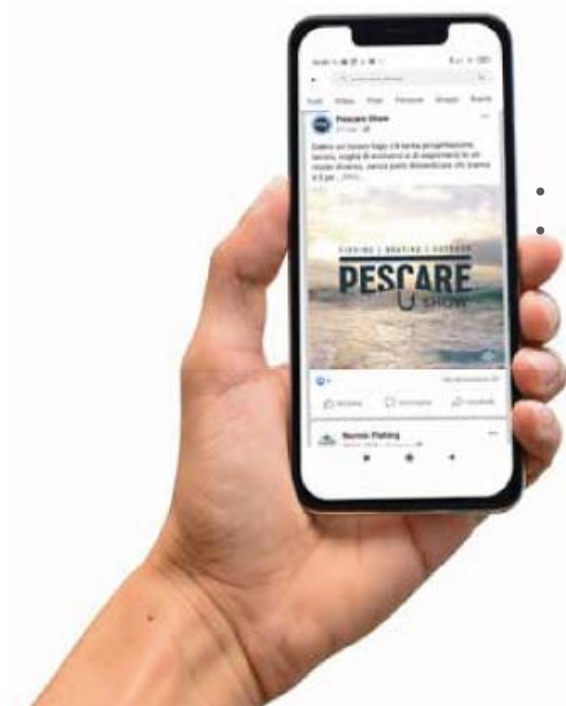
Optional FURNITURE PACKAGE:

1. white panels 8 mt x H 4 mt included closet 2 x 1 mt with door and furniture (1 waste basket, 1 coat hanger, 1 stool)
- or
2. Column 4X2 mt xH2.9 mt at the center of the booth with door and furniture (1 waste basket, 1 coat hanger, 1 stool)

VISIBILITY SOLUTIONS

Social: Instagram e Facebook

- **Post** Instagram e Facebook to describe the Company and its best new products
- **Stories** Instagram e Facebook with direct link to the Company's channels
- **Reel** before the Exhibition as a preview of the show and during the Exhibition the show the new products
- **LIVE Facebook** before the event together with Pescaire Show media partners and the Company to promote its presence at Pescaire Show and the products that will be launched
- **LIVE Instagram** during the Exhibition with the most popular influencers to promote the best new products and show their performances during the event in the Special Areas (ACQUADEMO, CASTING POOL, CONTENT HUB) available for all the Exhibitors.
- **DEM/Newsletter**
- **Sito Internet**



Special Areas Sponsorship

- **Company's logo** in special area fittings
- **Dedicate Event** («Happy Hour powered by XXX) into the Special Area
- **The Influencers** who will make stories or will share their experience at Pescaire Show in the special area will **tag** the Sponsor Company
- The purpose is to create **the highest visibility** by the influencers' channels



Exhibition Centre Sponsorship

- ADV/Logo at the **Main Entrance**
- ADV/Logo at **Ticket Office**
- Lightbox, Videowall, Box in the **main corridors**
- ADV or Logo on the **Exhibition Guide**
- Logo on the **ticket**
- Logo on the **flyer**



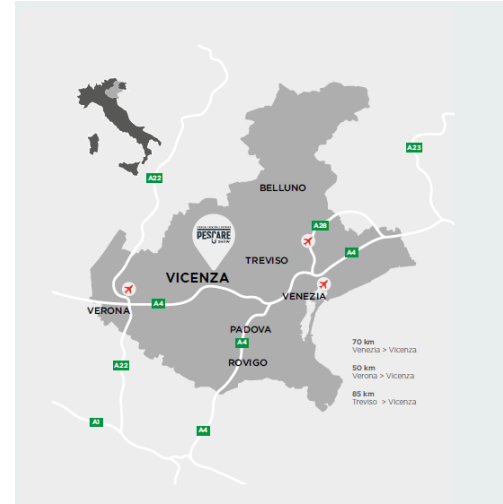
SOME GOOD REASONS TO CHOOSE PESCARE SHOW

COMMUNITY CATALYST Pescare Show represents a unique opportunity to enhance the exchange between the sport communities with the key players of the sector, manufacturers, retailers, the major experts along with national and international influencers, trade visitors and buyers.

A BRIDGE TO EUROPE AND AN **UNIQUE BUSINESS OPPORTUNITY IN ITALY**, IN VICENZA, one of the most important production sites, with a modern and functional exhibition hub.

PESCARE SHOW ALL YEAR ROUND thanks to the cooperation with institutional partners and influencers, Pescare Show go beyond the time and physical borders of a three-days-event and take the field during the most important fishing competitions, show rooms, conferences to stay side by side with the community and promote its projects and activities.

BUSINESS ORIENTED EVENT with a dedicate team working to create the best interaction between Exhibitors and international Buyers and Trade visitors so that Pescare Show could become a B2B event where to meet both consumers and professionals.



SPECIAL AREAS AND PROJECTS

FLY TYING EXPERIENCE an immersive experience into the fly fishing with the best flytiers from worldwide

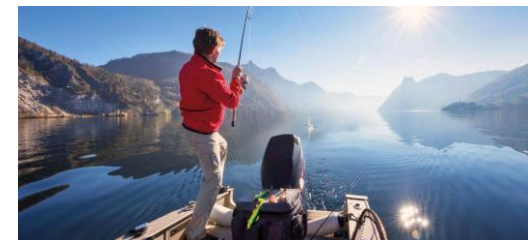
CASTING POOL in the fly fishing corner, an area available for the Companies and Associations to arrange product testing and demonstrations

SOCIAL MEDIA VILLAGE the social area designed for bloggers and influencers, where they can share the best moments of the event on their social networks and update the community in real time.

CONTENT HUB where fishing lovers, influencers, experts and content creators can share experiences, techniques, tips and opinions about fishing latest news and built together the future of the sport fishing.

ACQUADEMO the largest mobile aquarium in Europe available for the Companies and Associations to show the performance of its new products

FISHING SHORT MOVIES a small cinema into the Exhibition area where high quality fishing short movies are projected. The movies show the most extraordinary and charming fishing itineraries all around the world



PESCARE SHOW TEAM

SALES

MARKETING

BUYER

OPERATION

EXHIBITION
DESIGN

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