TUTTOFOOD MILANO

INTERNATIONAL FOOD EXHIBITION

5|8 MAY.2025

CONTENTS

TUTTOFOOD MILANO

TUTTOFOOD2025

M1 RHO FIERA CIRCUIT + LED WALLS

SOCIAL MEDIA & DIGITAL PROPERTIES
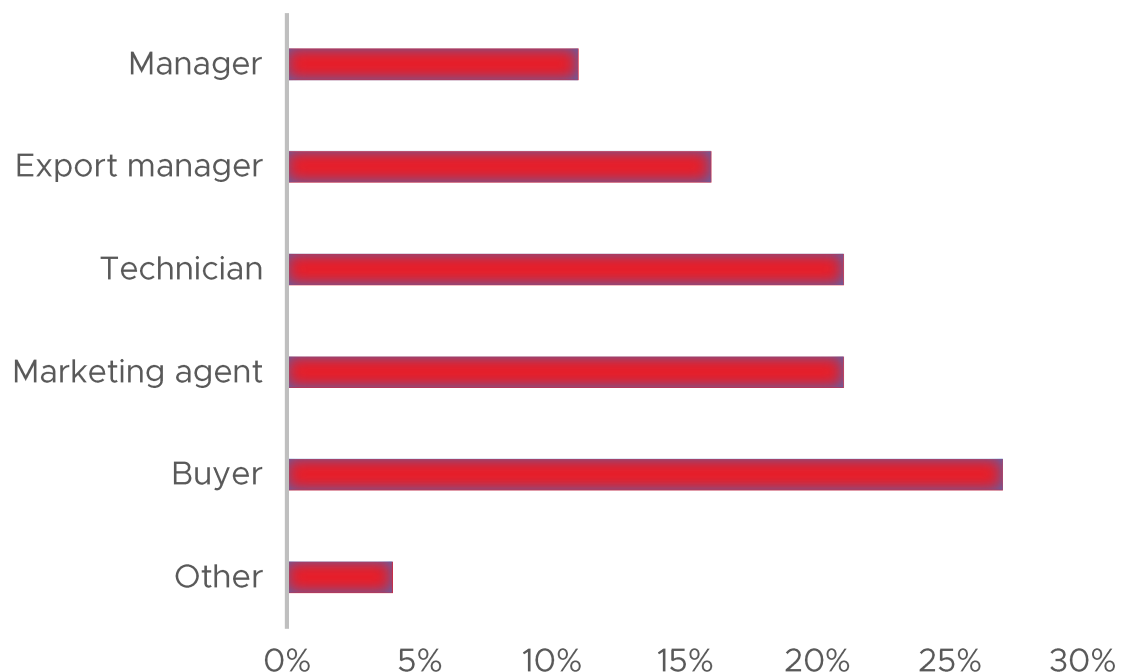
TUTTOFOOD MILANO
MAY 5-8, 2025

CONTACTS

TUTTOFOOD 2025:
THE DIGITAL ECOSYSTEM

TUTTOFOOD benefits from a wide digital ecosystem, including an extensive circuit of LED walls located around the exhibition centre, extending out into the M1 Rho Fiera metro subway.

EXHIBITION CENTRE STATISTICS

VISITOR TYPE (%)

Visitor Type	%
Manager	~11%
Export manager	~16%
Technician	~21%
Marketing agent	~21%
Buyer	~27%
Other	~4%

25% Furniture and interior design

23% Food&Beverage

16% Textiles and fashion

Food & beverage is the second most important sector, after furniture and interior design, in terms of the number of events held annually at the Rho Fiera Milano exhibition centre. This means that each year 1 in every 4 visitors comes from the agrifood sector.

M1 RHO FIERA MILANO

Customisable advertising spaces are available in the subway connecting the M1 Rho metro station to the exhibition centre. Advertising solutions range from static images displayed on billboards to videos screened on LED walls and monitors, making the most of a large and highly specialised audience.
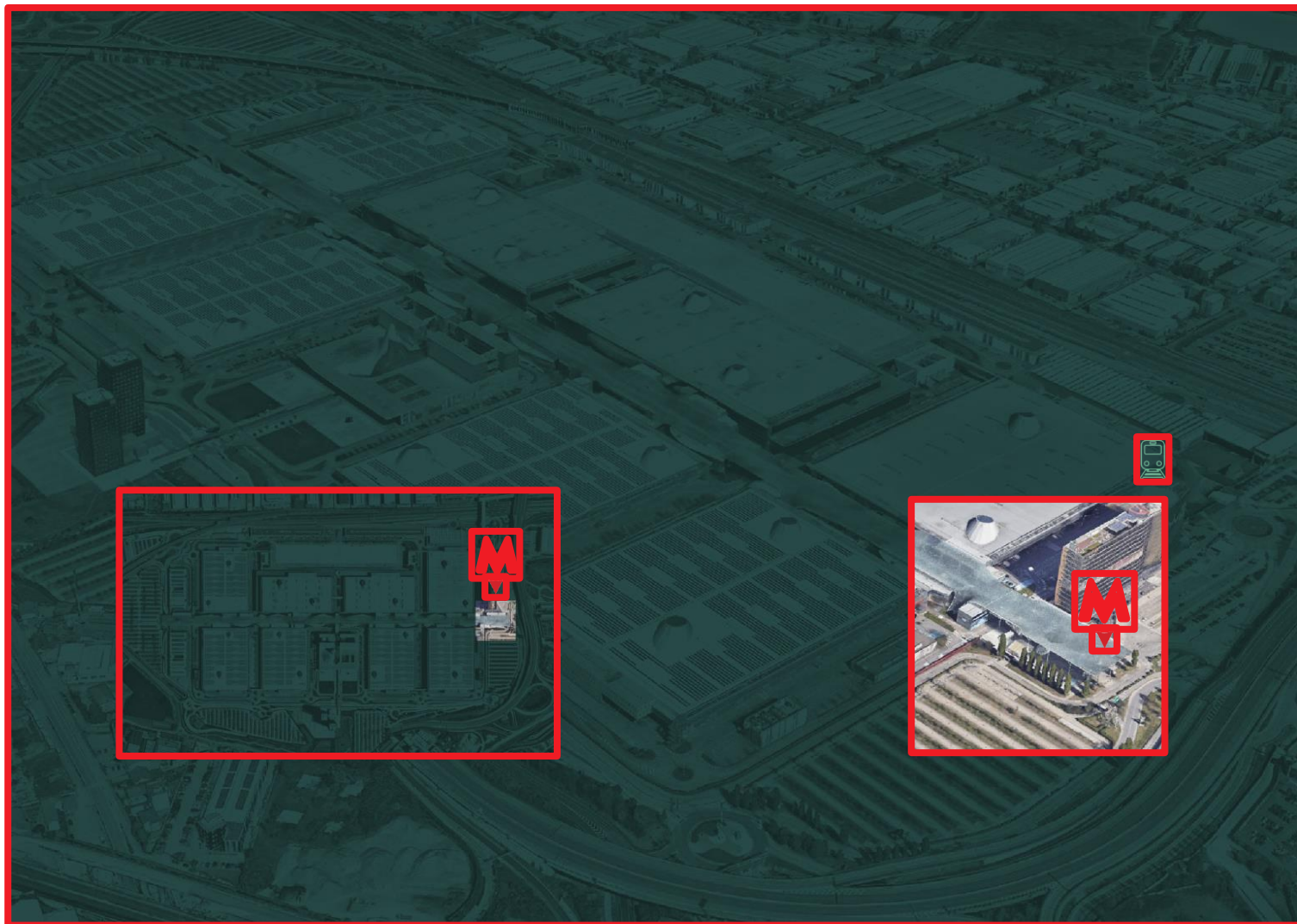
TUTTO**FOOD**
MILANO

M1 SUBWAY

M1 CONNECTING SUBWAY
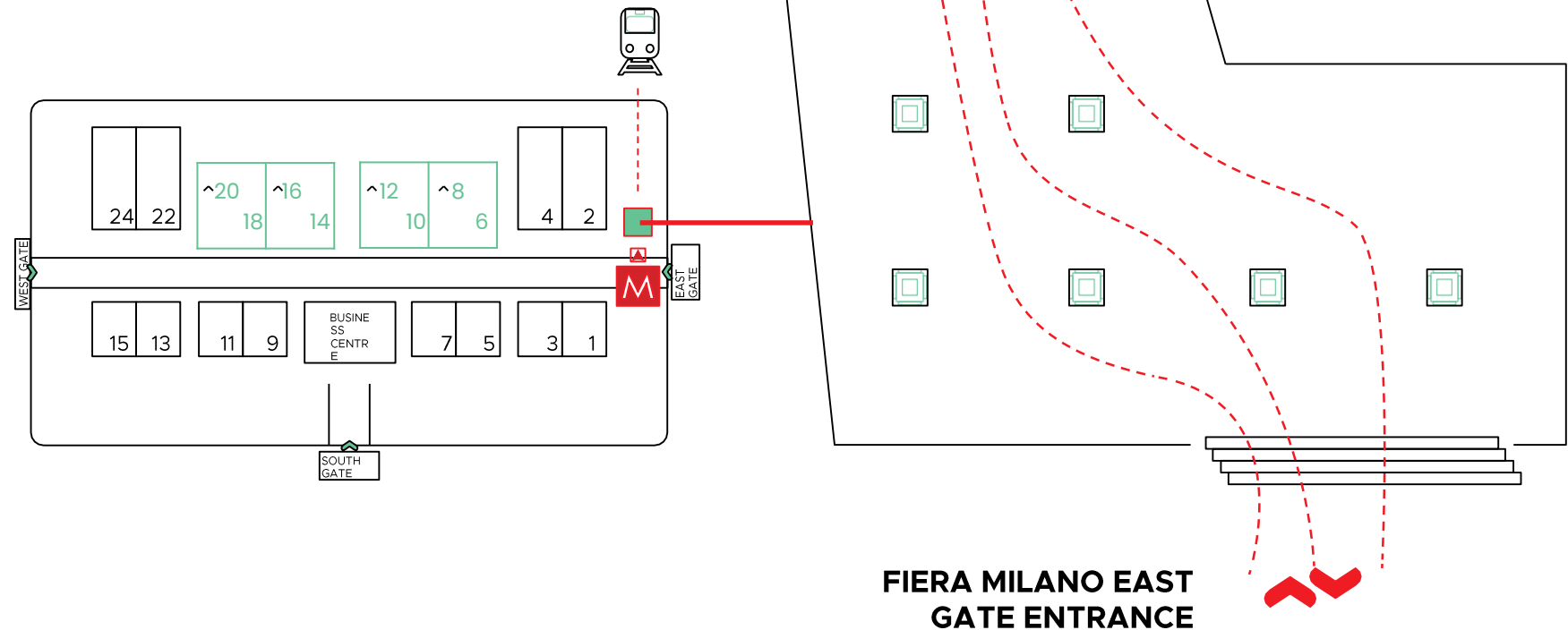
towards Fiera Milano East Gate

The connection between the metro and the EAST Gate pedestrian entrance is a strategic point in terms of foot traffic. It enjoys excellent visibility, with visitors taking around 5-7 minutes at peak time to pass through the space on their way to the exhibition centre gate.
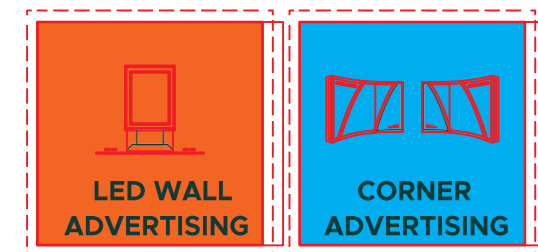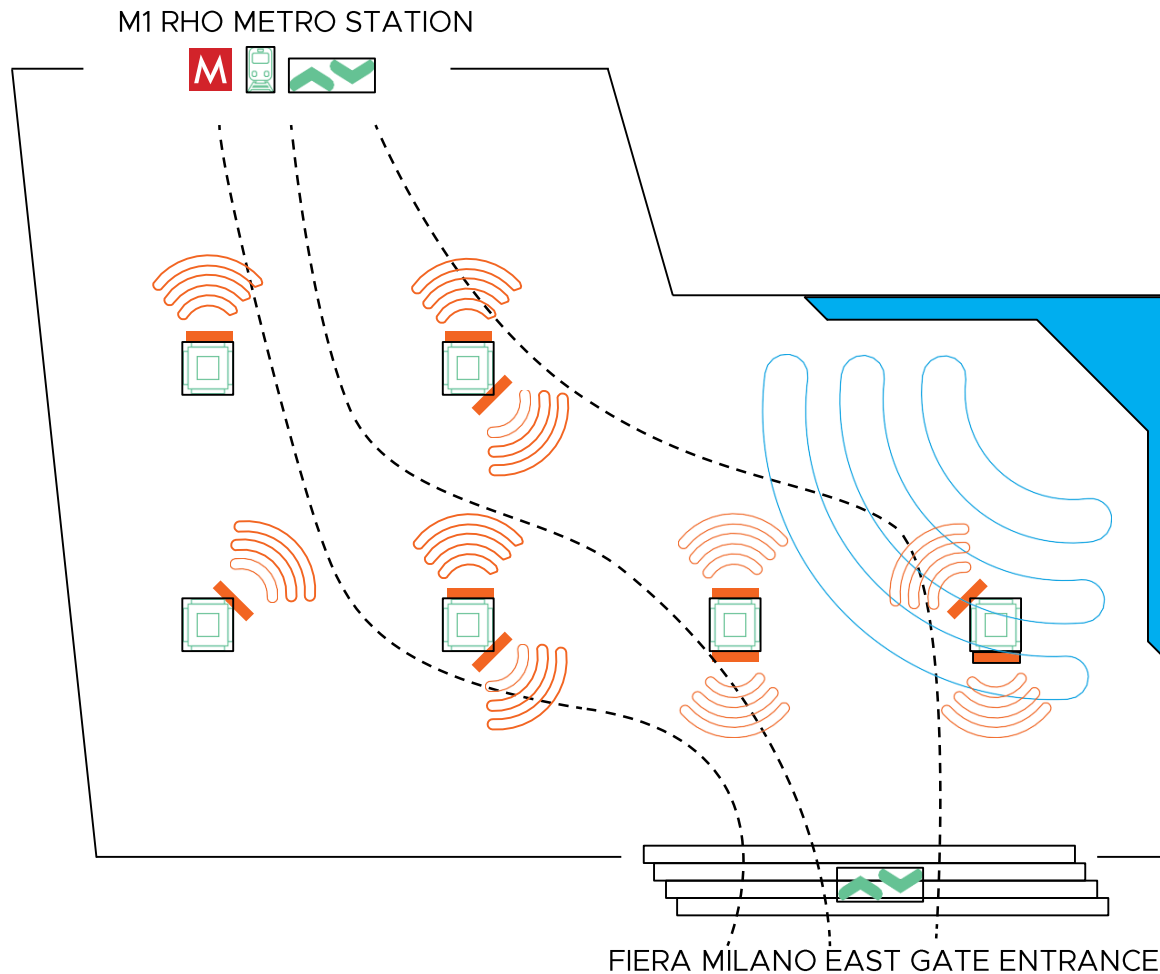
M1 RHO FIERA MILANO METRO STATION

FLOW OF VISITORS THROUGH THE M1 CONNECTING SUBWAY

An in-depth study has been conducted to identify the **routes through the metro subway with the greatest foot traffic**, allowing us to strategically identify where to situate adverts and how to angle them so that they target a large potential number of passing visitors, for optimal impact.
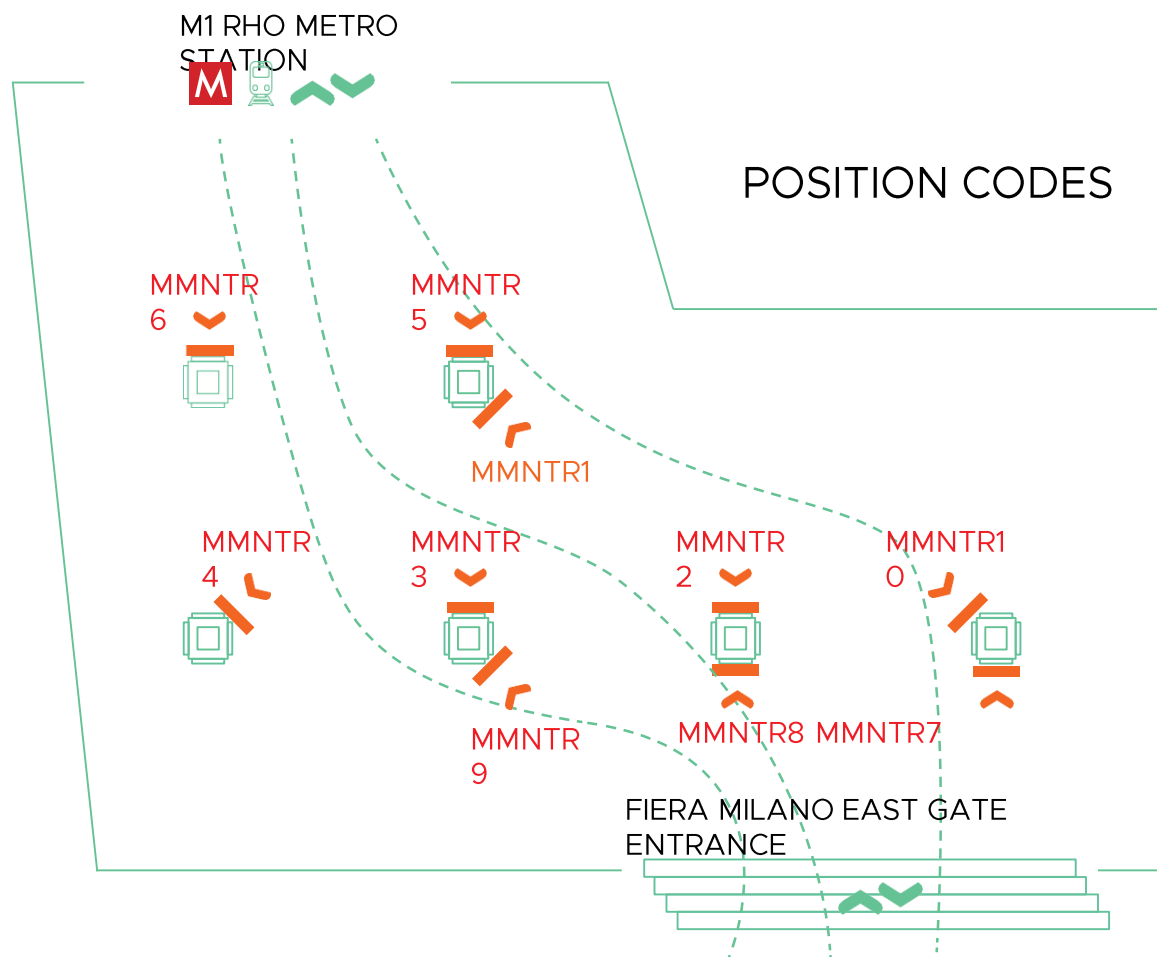

METRO STATION

FIERA MILANO EAST GATE ENTRANCE

FLOW OF VISITORS THROUGH THE M1 CONNECTING SUBWAY

M1 RHO METRO STATION

FIERA MILANO EAST GATE ENTRANCE

LED WALL ADVERTISING

CORNER ADVERTISING

LED WALL ADVERTISING

LED WALL ADVERTISING: TECHNICAL SPECIFICATIONS

M1 RHO METRO STATION

POSITION CODES

MMNTR6

MMNTR5

MMNTR1

MMNTR4

MMNTR3

MMNTR2

MMNTR10

MMNTR9

MMNTR8 MMNTR7

FIERA MILANO EAST GATE ENTRANCE

€1,500 EACH

€13,000 DOMINATION (10 LED WALLS - EXCLUSIVE)

LED WALL ADVERTISING: TECHNICAL SPECIFICATIONS

981 mm

75 INCHES
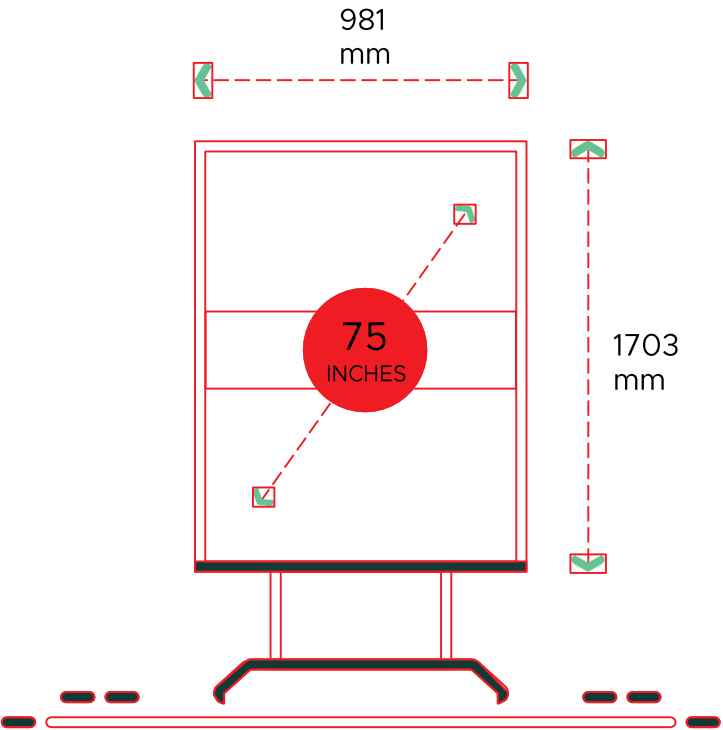
1703 mm

No. of sides	One sided
Type	Static image
Advertisers	Maximum 5
Timing	5 second adverts
Format	Full screen
Dimensions	981 x 1703 mm
Resolution	1080 x 1920 pixels
Code	250517: SINGLE LED 250501: DOMINATION

CORNER ADVERTISING

TUTTOFOOD2025

NOLOSTAND
FIERA MILANO

NOLOSTAND
FIERA MILANO

FIERA MILANO
NOLOSTAND

€25,000
EXCLUSIVE

CORNER ADVERTISING: TECHNICAL SPECIFICATIONS

Our **corner advertising** installation offers an effective and powerful means of promotion. It takes advantage of a large corner space strategically located at **the point with the greatest flow of people** coming and going from the Fiera Milano exhibition centre via the M1 Rho metro station subway.
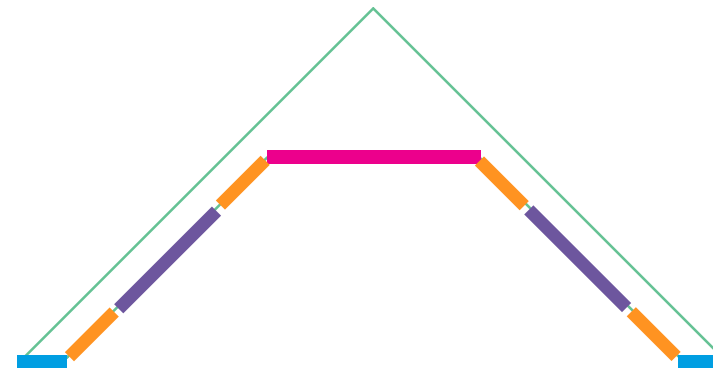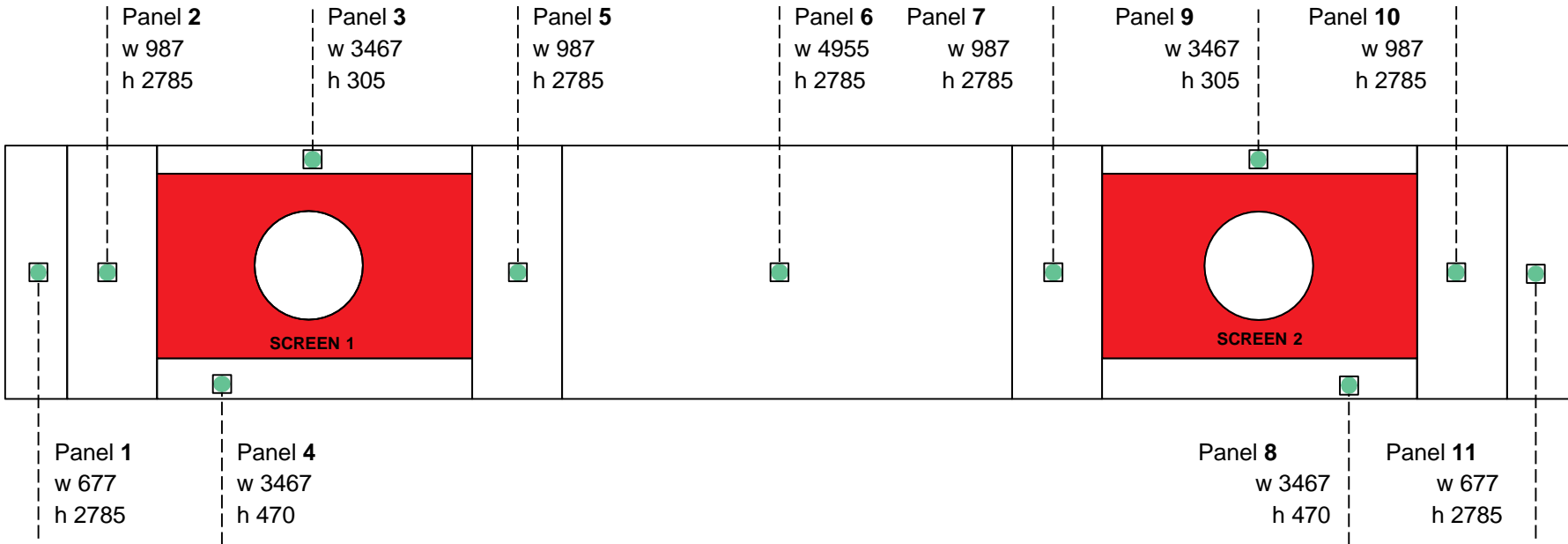
Open frontal view

The structure is composed of:

- **2 large Seamless screens** for displaying videos or static images;
- **11 fully customisable panels** which can support printed images.

SEAMLESS SCREEN 1

SEAMLESS SCREEN 2

Code: 250516

CORNER ADVERTISING: TECHNICAL SPECIFICATIONS

Panel **2**	Panel **3**	Panel **5**	Panel **6**	Panel **7**	Panel **9**
w 987	w 3467	w 987	w 4955	w 987	w 3467
h 2785	h 305	h 2785	h 2785	h 2785	h 305

Panel **10**
w 987
h 2785

SCREEN 1

SCREEN 2

Panel **1**
w 677
h 2785

Panel **4**
w 3467
h 470

Panel **8**
w 3467
h 470

Panel **11**
w 677
h 2785

SEAMLESS CORNER SCREENS 1 & 2

VIDEO

Size Duration	3840 x 2160 pixels
Format	Unlimited
Specifications	MP4 (max. 100 MB)
	25 fps, Codec H.264,
	PAL, bit rate 20 Mbps

STATIC IMAGES

Size Duration	3840 x 2160 pixels
Format	Unlimited
Specifications	24-bit PNG
	Maximum quality
	JPEG

PREPARING THE MATERIAL

Image files for printing for the corner advertising panels

It is possible to customise each individual corner-advertising panel (11 in total) by preparing the respective graphic files according to the dimensions indicated on the relevant technical specifications page. A 9 mm bleed area is required on each side. For each individual file to be printed, we require a scale image from 1:1 to 1:10 in CMYK mode. We recommend that you also the print proof (non-binding). Vector files in CMYK mode, with vector text
converted into traces. We recommend sending at least one Pantone reference (non-binding). Raster images, non-vector, with a resolution of at least 400 DPI. Required formats: .pdf - .jpg - .tiff

Static image files for LED wall advertising

Images must meet the following specifications: 1080 pixels wide by 1920 pixels high. 24-bit PNGs or maximum quality JPEGs.

Artwork delivery

We kindly ask you to respect the technical specifications and send all files by the delivery date communicated. The material must be sent to **mediaservices@fieramilano.it** via WeTransfer or a similar service.

### Video or image files for seamless screens

Customers can choose between projecting static images or looped video sequences on the two corner-advertising seamless screens. The images and videos must meet the following specifications: 3840 pixels wide by 2160 pixels high. Videos require MP4 (max. 100 MB), 25 fps, Codec H.264, PAL, bit rate 20 Mbps. Static images require 24-bit PNGs or maximum quality JPEGs. If choosing to project static images only, at least two different images for each individual LED wall are required.

Important note

Note that the two seamless screens are composite LED wall panels (4 LED walls per screen), and there is limited visual interruption at the edges of each wall (see image below). We recommend not including important visual elements in or close to these areas (text, claims, logos, etc.) to ensure that your communication is clear and uninterrupted.
In the photograph below, the black lines are the areas of visual interruption.
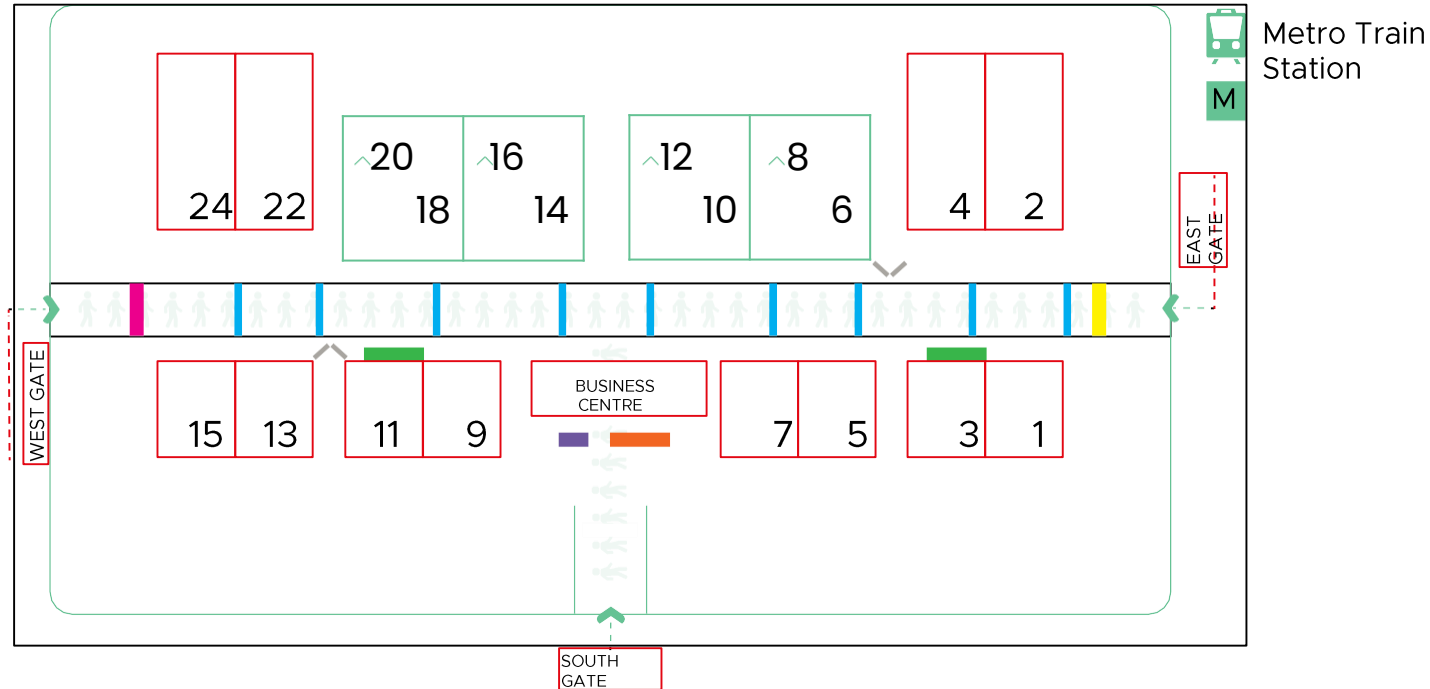
Width (3840 pixels), horizontal central point

Height (2160 pixels) Vertical central point
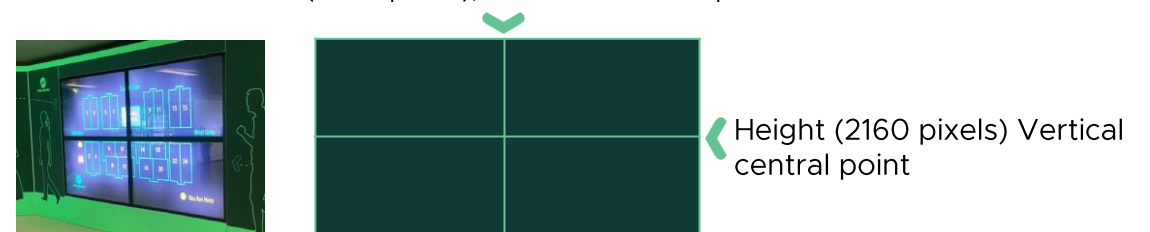
LED WALL CIRCUIT

Position and details of the LED advertising installations available at the exhibition centre

THE LED WALL INSTALLATION CIRCUIT

Metro Train Station

M

EAST GATE

WEST GATE

SOUTH GATE

BUSINESS CENTRE

South Gate | East Gate | West Gate | Business Centre balcony | Business Centre staircase | Ponte dei Mari bridge | Corso Italia | Corso Italia ponds

MAIN ENTRANCES

LED walls located at the **EAST Gate pedestrian entrance (direct access from the metro)**, at the **SOUTH Gate** and at the **WEST Gate** are strategically positioned. Their locations offer excellent visibility for visitors who, at peak times, stop in front of the main entrances for about 5-7 minutes: the time needed to carry out the security checks for entering the exhibition centre.

SOUTH GATE LED WALL

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250001 1 full-screen LED wall (PS01)
Format	10200 x 4800 mm
Resolution	1496 x 704 pixels

€6,200

EAST GATE LED WALL

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250000 1 full-screen LED wall (PE02)
Format	12000 x 3500 mm
Resolution	3072 x 896 pixels

€5,000

€3,000

WEST GATE LED WALL

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250002 1 full-screen LED wall (PO01)
Format	6000 x 1500 mm
Resolution	1536 x 386 pixels

BUSINESS CENTRE

LED walls located at the **EAST Gate pedestrian entrance (direct access from the metro)**, at the **SOUTH Gate** and at the **WEST Gate** are strategically positioned. Their locations mean excellent visibility from visitors who, at peak times, stop in front of the main entrances for about 5-7 minutes: the time needed to carry out the security checks for entering the exhibition centre.

BUSINESS CENTRE BALCONY LED WALL

€2,500

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250008 1 full-screen LED wall (CS02)
Format	7168 x 1728 mm
Resolution	2688 x 648 pixels

BUSINESS CENTRE STAIRCASE LED WALL

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250008 1 full-screen LED wall (CS01)
Format	981 x 1703 mm
Resolution	2160 x 3840 pixels

€1,000

DIGITAL SOLUTIONS FUTURE ADVERTISING

PONTE DEI MARI

A pedestrian walkway over one kilometre long which **divides the exhibition centre in half**. The centre's 24 pavilions line its sides. The bridge's striking sail-shaped roof shelters visitors from the East Gate to the West Gate, spanning the length of the complex.

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250006 2 LED walls (PMLED01 - PMLED09)
Format	5500 x 3000 mm
Resolution	1408 x 768 pixels

€2,200 EACH

PONTE DEI MARI LED WALL

CORSO ITALIA

This is the main road that runs beneath the **Ponte dei Mari** bridge. Fully pedestrianised, this street provides direct access to the reception areas of each Fiera Milano pavilion.

It is lined with most of the centre's 84 food and drink outlets, as well as a number of showrooms and temporary shops that open up during the exhibitions.

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250008 4 LED walls (CILED6.E - CILED6.O/ CILED11.E - CILED11.O)
Format	5500 x 3000 mm
Resolution	1408 x 768 pixels

€2,200 EACH

CORSO ITALIA PONDS LED WALL

No. of sides and display type	Static image or video displayed in single-sided mode
Illumination period	Exhibition dates
Illumination schedule	Exhibition opening hours
Content display duration	Strictly 15 seconds
Content display frequency	At least 160 times per day
Article code	250007 9 full-screen LED walls (CI01 - CI09)
Format	6000 x 1500 mm
Resolution	1536 x 384 pixels

€2,500 EACH

CORSO ITALIA LED WALL

TUTTO**FOOD**2025

TECHNICAL SPECIFICATIONS REQUIRED

To ensure the images and videos are correctly displayed on the LED walls, we kindly ask you to respect the following technical specifications when preparing your artwork, and to send it to us at least 10 days before the start date of the event. All material must be sent to mediaservices@fieramilano.it, preferably via WeTransfer or a similar service.

VIDEOS		LED WALL POSITION	SIZE pixels	IMAGE	
Size	As per the table to the right	South Gate	1496 x 704	Size	As per the
Duration	Strictly 15 seconds MP4	East Gate	3072 x	Formats	table to the
Format Frame	25 fps (frames per second)	West Gate	896		left 24-bit
rate	H.264	Business Centre Balcony	1536 x 386		PNG,
Codec	PAL	Business Centre	2688 x		maximum
Colour encoding	20 Mbps	Staircase	648		quality JPEG
Bit rate		Ponte dei Mari	2160 x		
		Corso Italia Ponds	3840		
		Corso Italia	1408 x 768		
			1408 x 768		
			1536 x 384		

SOCIAL MEDIA & DIGITAL PROPERTY

Social media and digital communications are an important and pervasive tool that Fiere di Parma and TUTTOFOOD make available to their exhibitors.

DIRECT EMAIL MARKETING

Adv text

Banner

DIRECT EMAIL MARKETING

TUTTOFOOD boasts a large mailing list of contacts in the food world, including **87,000+** from Italy and **11,000+** from abroad.
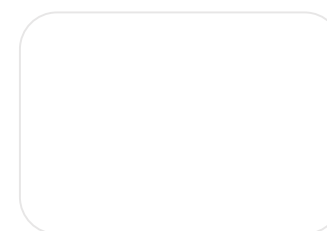
MATERIAL REQUIRED FOR NEWSLETTERS
ADV TEXT

- **Brand logo or 1 photo** of the product in JPEG format (300 pixels wide, 150 to 300 pixels high)
- **Text** between 200 and 280 characters including spaces, both in Italian and in English, about the company or a new product
- **Link**

BANNER

- **Image** in JPEG format (600 pixels wide, between 150 and 300 pixels high)

PLANNING PERIODS*

October-November

December-January

February-March

April-May

*TUTTOFOOD undertakes to consider the indicated period, taking into account the integration of the materials received with the timing and publication needs set out in its own schedule.

SOCIAL MEDIA CONTENT

TUTTOFOOD also offers its own Instagram and LinkedIn channels for dedicated stories and posts, with a history of 1,000-2,500 average unique views for stories and 4,000-6,000 for organic LinkedIn posts.

REQUIRED MATERIALS
Product/brand **artwork** or **photos** in JPEG format
- **Square** 1:1 (1200 x 1200 pixels) or **vertical** (proportion of 4:5);
- **Vertical** 1080 x 1920 pixels
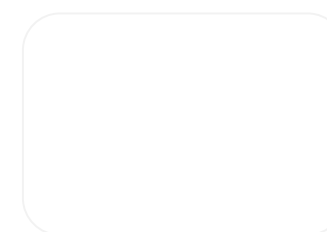**Brand logo** (in PNG or vector format)
Indication of profiles to tag
Any official hashtags
Stand location at the exhibition
Copy: between 200 and 280 characters

PLANNING PERIODS*

October-November

December-January

February-March

April-May

*TUTTOFOOD undertakes to consider the indicated period, taking into account the integration of the materials received with the timing and publication needs set out in its own schedule.

PRICES

	OCTOBER-NOVEMBER	DECEMBER-JANUARY	FEBRUARY-MARCH	APRIL-MAY
Newsletter: banner	€1,200	€1,200	€1,200	€1,200
Newsletter: adv text	€1,500	€1,500	€1,500	€1,500
Social media post	€1,000	€1,000	€1,000	€2,000

*TUTTOFOOD undertakes to consider the indicated period, taking into account the integration of the materials received with the timing and publication needs set out in its own schedule.

OUR CONTACTS

FOR INFORMATION AND QUOTES, PLEASE REACH OUT TO YOUR SALES CONTACT.

Thank you!