



MARCH 2021

15

MON

16

TUE

17

WED

Digital edition

JOIN THE CHANGE

The first digital marketplace
for the dessert-and-coffee
foodservice industry

sigep.it



42nd International Trade Show of
Artisan Gelato, Pastry, Bakery and
the Coffee World



Organized by:

**ITALIAN
EXHIBITION
GROUP**
Providing the future

In collaboration with:



Why Sigep Exp The Digital Experience

Because of the pandemic, we are unable to meet in person at the Expo Centre. But the **dessert-and-coffee foodservice industry still needs to come together at a single meeting place**, to exchange views on sector trends.

Sigep Exp – The Digital Experience is our rapid response to this need. It is the first global digital platform that multiplies **business, learning and networking** opportunities with leading sector companies and professional operators from all over the world.

The digital edition represents a **unique opportunity to relaunch, exchange views and find new solutions** to better tackle the challenges of a constantly evolving market.

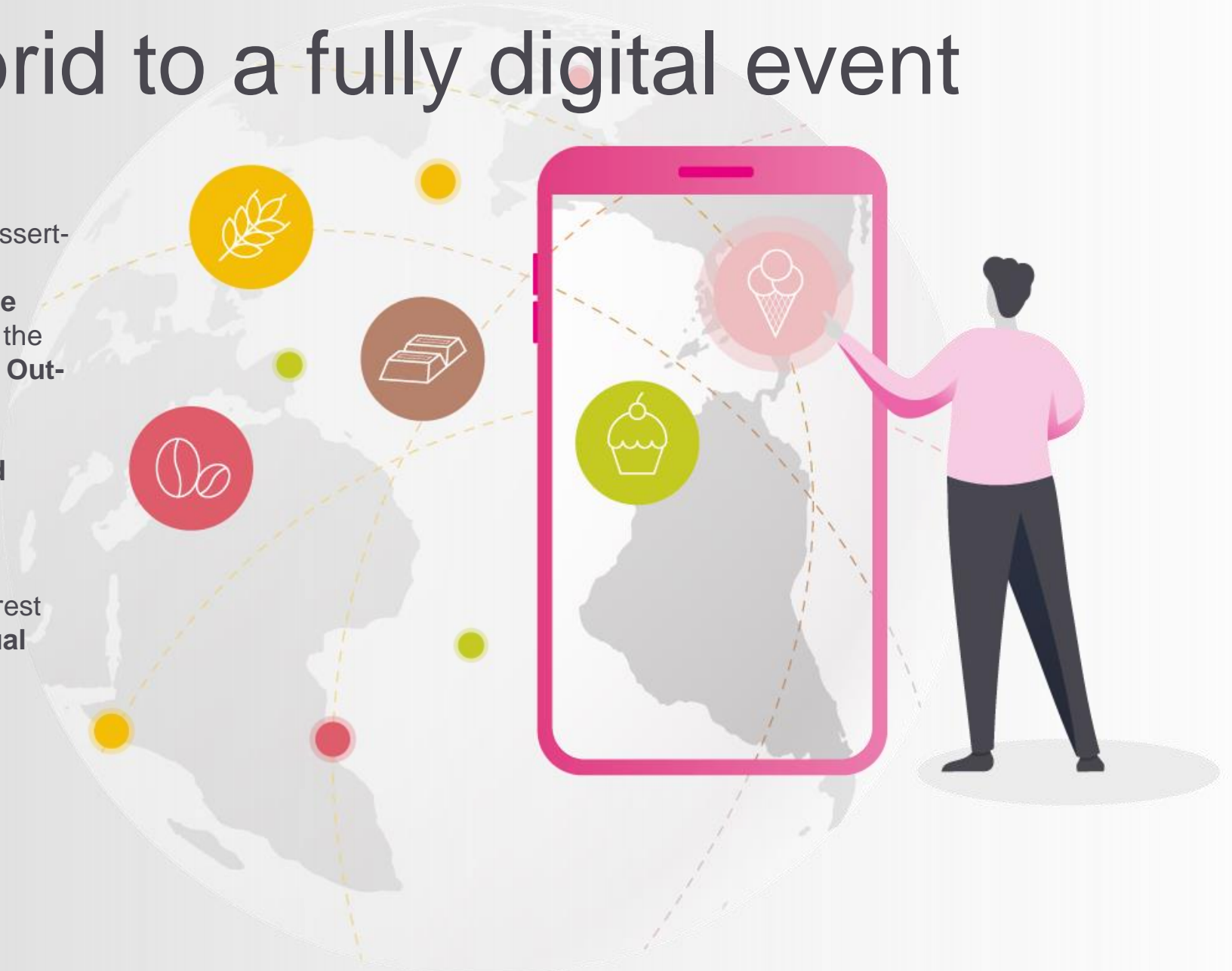
We hope to see you again in person at SIGEP 2022. In the meantime, let's meet virtually from 15 to 17 March 2021.



From a hybrid to a fully digital event

Designed and developed for the dessert-and-coffee foodservice community, **SigepExp - The Digital Experience** boasts an innovative format, and is the natural digital meeting place for the **Out-Of-Home** sector.

It offers **webinars, workshops and product innovations** within an environment designed to promote dialogue with the national and international operators of most interest through **chat, video chat and virtual meetings**.



Why attend



Launch new developments

Showcase for the first time your **new products, services and technologies** for the dessert-and-coffee foodservice sector to buyers worldwide. Through networking tools like **chat, videochat and webinars**, visitors can explore their interest in the products and new developments on show.



Demos & Workshops

Interact with your customers, directly from your company, through **demonstrations, workshops and webinars**.



Business networking

Expand **your contact and networking opportunities** through an innovative digital platform that uses an advanced **matchmaking** system. Customised artificial intelligence will help you meet the buyers most interested in your products and services.



International buyers' agenda

Make contact with selected international buyers in partnership with Italy's **Trade & Investment Agency (ICE)** and Sigep's regional advisor network.



Visions & Trends

Be the first to discover the trends and visions for the future of the dessert and coffee business, to better prepare you for the challenges of tomorrow.

Attendance solutions

		SILVER	GOLD	PLATINUM
NETWORKING	Basic profile page*	✓	✓	✓
	Video header in profile page	-	✓	✓
	Profile page background	-	-	✓
	Matchmaking function with Artificial Intelligence support	✓	✓	✓
	Business meetings (video call & agenda function)	✓	✓	✓
	Interactions with visitors (visitor-exhibitor chat)	✓	✓	✓
	Digital team members (no. of users)	5	10	15
VISIBILITY	Digital catalogue (no. of products/images)	20	30	40
	Product advertising on profile page	-	-	✓
	Rotating splash page	-	1	1
	Logo on homepage**	-	-	✓
	Dedicated events in calendar	-	2	4
	Panel discussions	-	1	2
Base price		€2,500	€3,500	€5,000
Sigep 2022 promotional package***		€1,500	€2,500	€4,000

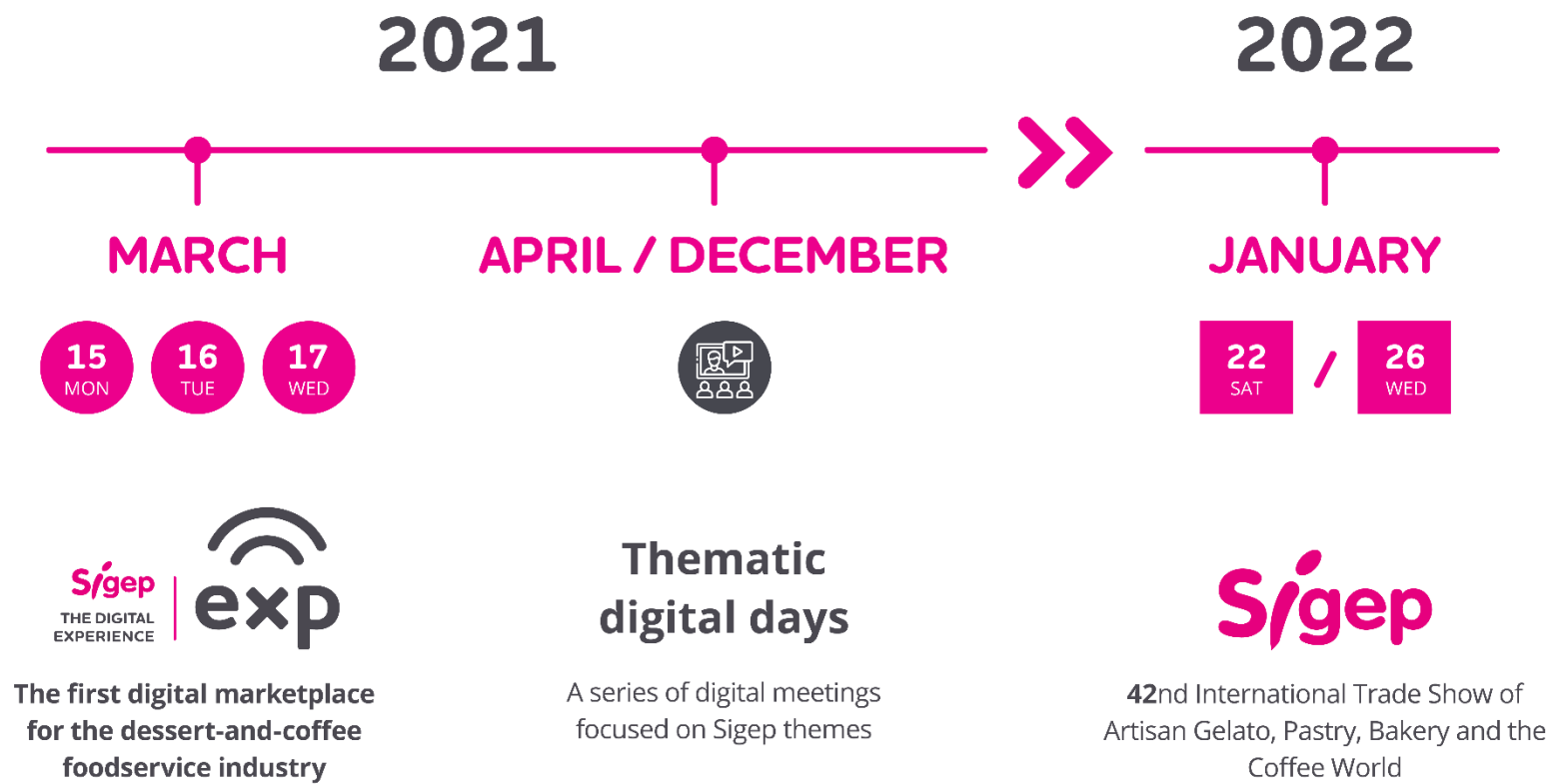
*Company name, logo, main image, company description, address, website, e-mail, telephone no., social media channels

** For the first 24 companies that book the package

*** Special package for companies that confirm attendance at Sigep 21 Digital + Sigep 22 Physical

ALL PRICES ARE EXCLUDING VAT

Road to SIGEP 2022





For more information
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sigep.it



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