



VENDITALIA
The Vending Expo

new location
6/9 MAY 2026
Rimini Expo Center

Venditalia 2026
The vending world
meets in Rimini

promoted by

**ITALIAN
EXHIBITION
GROUP**
Providing the future

COMFIDA
Associazione Nazionale Distributori Automatici

www.venditalia.com

Facts & Figures 2024 - Visitors

OVER
15.000
ENTRANCES

68%
ITALY
32%
FOREIGN

8
CONFERENCES
WORKSHOPS

+8%
COMPARED
TO 2022

FOREIGN
+28%
COMPARED
TO 2022

Top 5 foreign
countries:

France
Germany
Spain
Switzerland
Poland

Facts & Figures 2024 – Exhibitors and Sq.m

291
EXHIBITORS

67%
ITALY

33%
FOREIGN

14.000 SQ.M

+10%
COMPARED
TO 2022

FOREIGN
+67%
COMPARED
TO 2022

Top 5 foreign
countries:

Spain
China
Germany
Turkey
United Kingdom

Italian Visitors

NORTH
WEST
51%

NORTH
EAST
19%

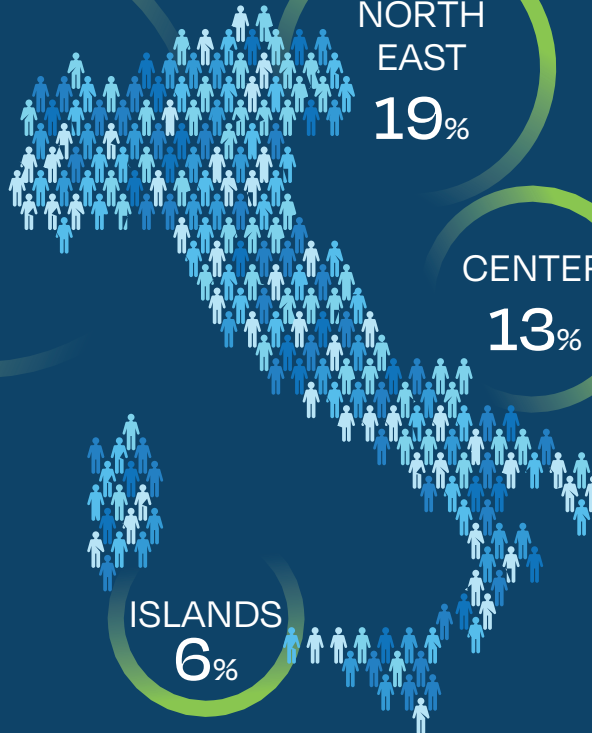
CENTER
13%

SOUTH
11%

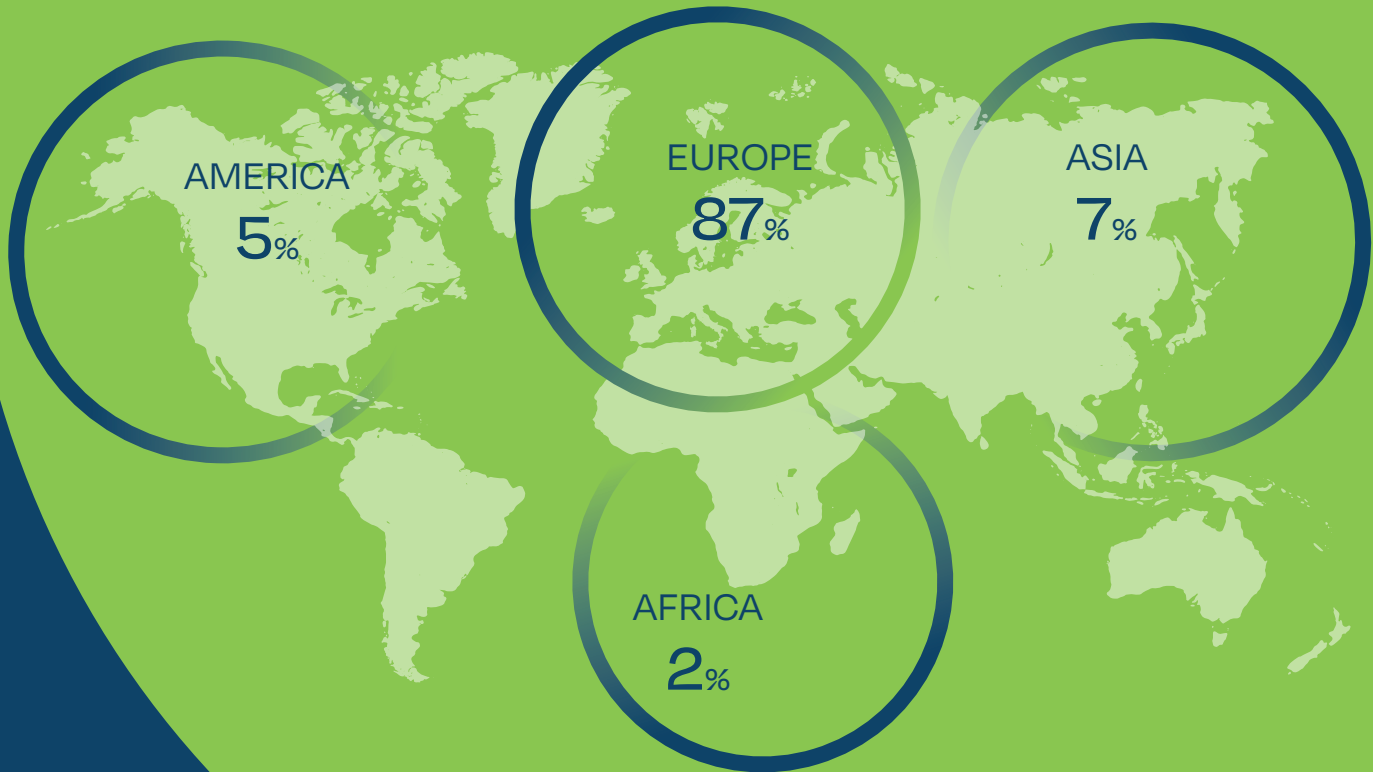
ISLANDS
6%

Top 4 Italian
regions:

Emilia Romagna
Lombardia
Piemonte
Veneto

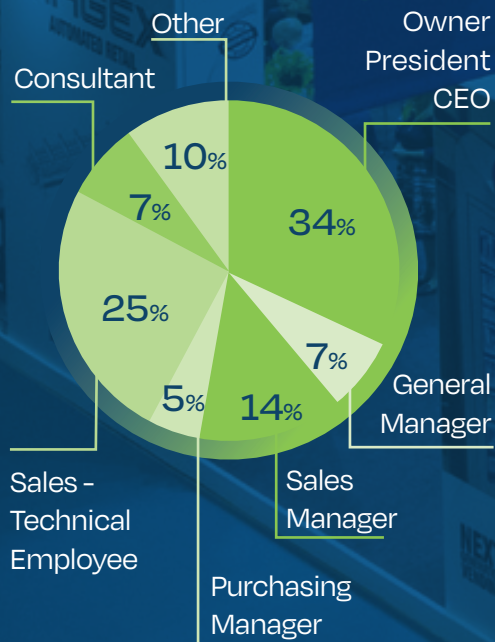


Foreign Visitors

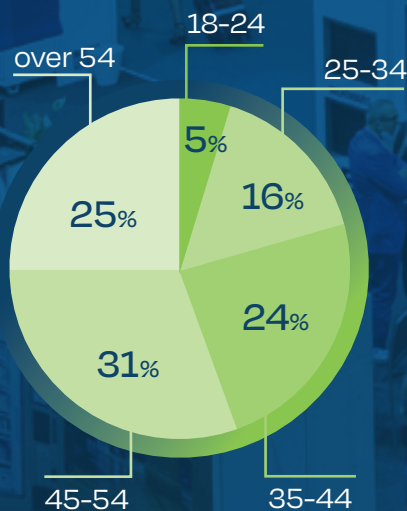


Visitors Profile

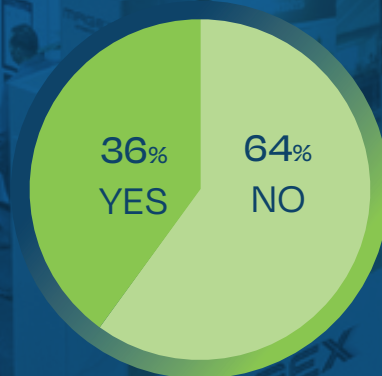
COMPANY ROLE



AGE (years old)

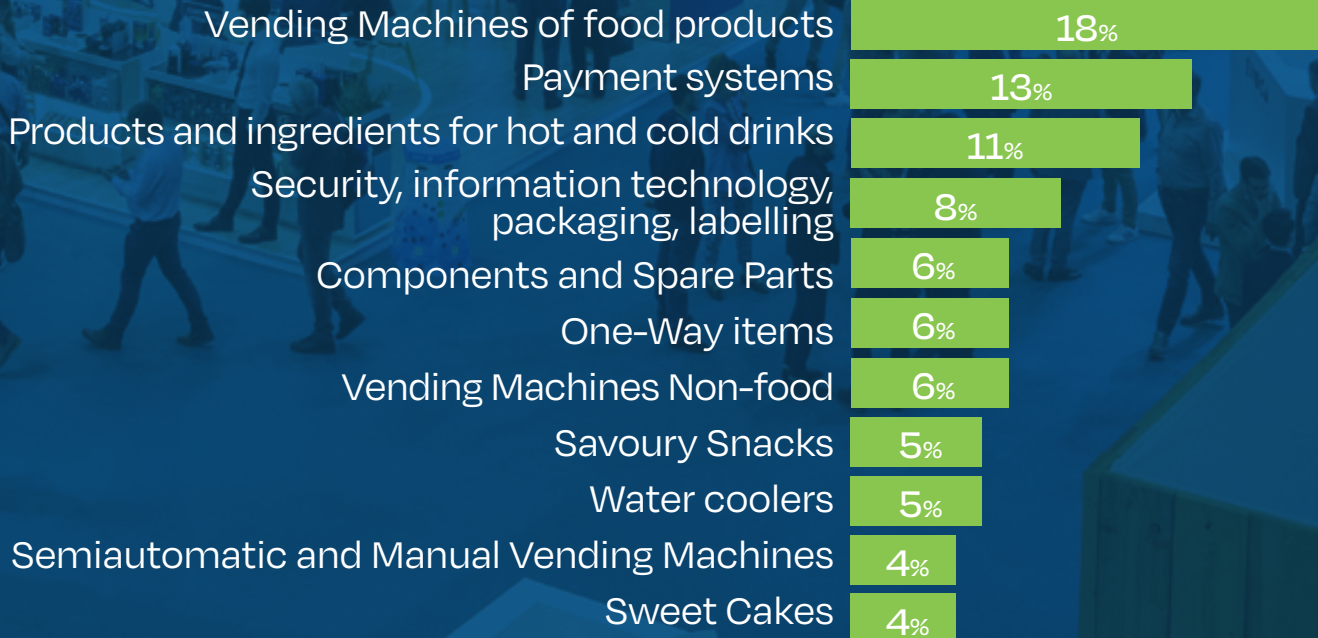


FIRST TIME VISITING THE FAIR



Exhibitors Profile

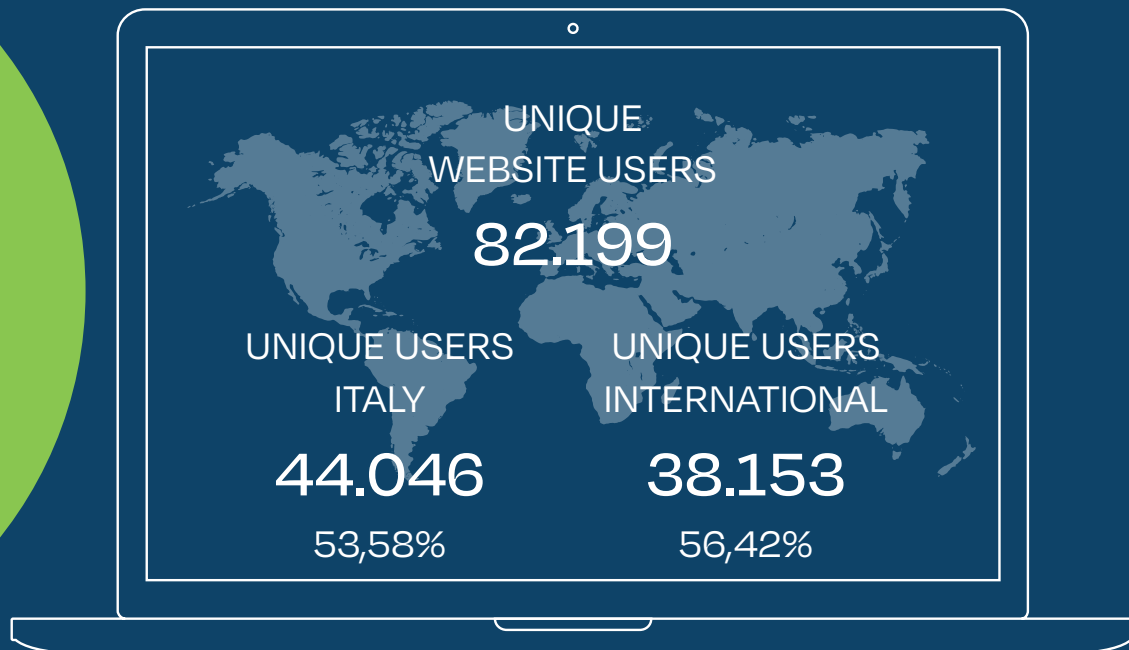
PRODUCT CATEGORIES ON SHOW



VENDITALIA 2024 Web site

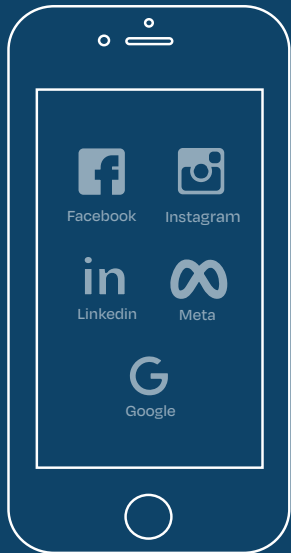
TOP 10 COUNTRIES VISITING THE WEBSITE:

Italy
United States
Germany
Spain
Netherlands
France
Finland
Austria
United Kingdom
India



THE STATISTICS OF THE VENDITALIA.COM WEBSITE REFER TO THE 6 MONTHS PRIOR THE EVENT.

VENDITALIA 2024 Social Campaign



TARGET VISITORS VENDITALIA 2024

BRAND AWARENESS CAMPAIGN

in **∞** 2.930.219 impressions
LinkedIn Meta 2.186.949 people reached

TICKET CAMPAIGN LANDING: TICKET PAGE

in **∞** **G** 7.305.163 impressions
LinkedIn Meta Google 242.355 clicks

LIVE CAMPAIGN DURING THE 4-DAYS EVENT

∞ 638.280 impressions
Meta 9.980 clicks

TARGET EXHIBITORS VENDITALIA 2024

EXHIBITOR CAMPAIGN

in **f**
LinkedIn Facebook

494.394
coverage

262.845
coverage

📷
Instagram

305.121
coverage

G
Google

1.070.000
views

The international
event dedicated
to the VENDING
SECTOR

On show the Vending of the Future

- Vending machines getting smarter
- Food e Non-food Products
- Innovative and technological products
- **Spot light** on the increasing hot topics as sustainability, environmental impact, green, recycling

VENDITALIA is the event that brings together under the same umbrella all the major players in the world of Vending: vending machines, products and ingredients, one-way items, payment systems, complementary equipment, components and spare parts, wholesalers and buying groups, automatic shops, security, information technology, packaging, labelling, logistics and services for the Vending world.

Contacts

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