

MIDA

FLORENCE INTERNATIONAL CRAFTS FAIR

25TH APRIL – 1ST MAY 2025
FORTEZZA DA BASSO, FLORENCE





From 25th April to 1st May, we will showcase your masterpieces in the Florence city centre, within the amazing setting of the Fortezza da Basso

MIDA is the first certified International Crafts Fair in Italy, organised by Firenze Fiera in co-operation with the main trade associations of artisans - CNA & Confartigianato - together with Artex - Centro per l'artigianato artistico e tradizionale della Toscana and OMA - Osservatorio Mestieri d'Arte.

MIDA enhances and promotes Artisans and their products to an increasingly wider and selected audience who, every year, meets at the Fortezza for this Fair that has always defined springtime in Florence.



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The Fortress of Artisans

The Fortezza da Basso is considered one of the most iconic monuments of Tuscany and Italy in the world.

This Renaissance architectural masterpiece was built between 1534 and 1537 by order of Alessandro de' Medici.

It is located in the Florence city centre, just a 5-minute walk from the main railway station. Well served by public transport - buses and tramway - it is located in a perfect logistic position, with car parks and accommodation available.

OUR FIGURES

Since 1931, we have been showcasing the small and large craft masterpieces made in Italy and from all over the world.



+65,000

Visitors

+34,000 sq m

Exhibiting surface

+16,900

Followers on IG

+32

Foreign countries

+78,200

Followers on FB

+530

Exhibitors

+43,500

*Subscribers to MIDA's
newsletter*



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Participate in MIDA

GIVE SPACE TO YOUR BUSINESS

A unique opportunity for quality artisans, creators, and entrepreneurs.

Every year, MIDA - the Florence International Crafts Fair - welcomes artisans and craft businesses, designers, planners, and young makers of all background and sizes, from Italy and from abroad. The purpose is to promote and enhance their products to an audience of enthusiasts and qualified operators.



Craftsmanship

Selecting and exhibiting genuine and high-quality handicrafts



Food & Wine

Typical cuisine and products from the Italian Regions and from the World, between cooking shows, street food and events.



Events

Events, music, and performances from all over the World.



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PRODUCT CATEGORIES ELIGIBLE FOR MIDA

❖ CLOTHING & ACCESSORIES

❖ ARTS & CRAFTS

❖ FURNISHINGS: Household and kitchen items, home and garden furnishings, lighting, decoration and restoration, flowers and plants, textiles.

❖ INTERNATIONAL HANDICRAFTS

❖ BEAUTY & WELLNESS: Cosmetics and body care craft productions and workshops.

❖ DESIGN & INNOVATION

❖ PUBLISHING & TRADE PRESS

❖ GIFTWARE: Ornaments, gift items, religious objects, paper and printing, stationery, creativity,

games, hobbies, musical instruments.

❖ GOLDSMITHING, JEWELLERY & BIJOUTERIE

❖ FOOD & WINE PRODUCTS



Participation Costs

Promotions

BENEFIT FROM A 10% DISCOUNT.

By sending the application form and the payment of the advance no later than 30/11/2024, and the rest of the payment by 28/02/2025, you will be entitled to a *special 10% discount.

Basic rate

**€/sq m 185.00 +
VAT***

*special discounted rate
€166.50/sq m + VAT

Registration fee & Advance Deposit

The registration fee for each Exhibitor is **€300.00 + VAT, and includes insurance services.**

Upon registration, the advance to be paid is equivalent to 30% of the total amount, plus VAT.

WOULD YOU LIKE TO APPLY FOR THE FIRST TIME?

Submit your application:

<https://areariservata.firenzefiera.it/en/lead/19>

DO YOU WANT MORE INFORMATION?

Contact us:

mostrartigianato@firenzefiera.it

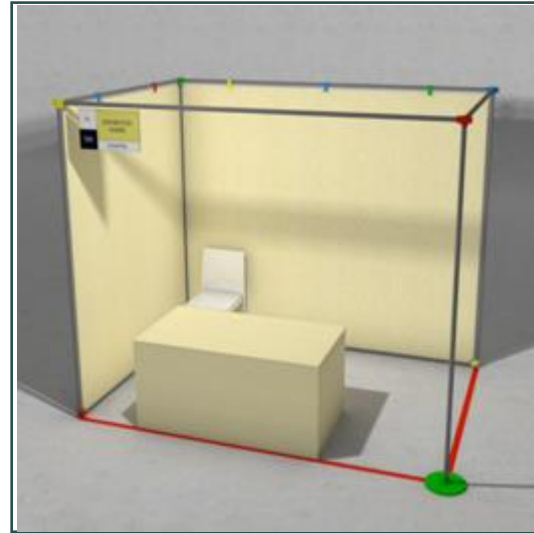


Our Offer

Set-up and basic furnishings

All booths are fitted with:

- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on the floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera

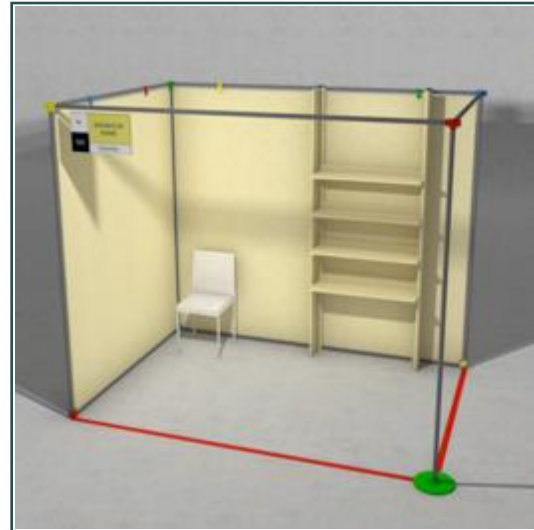


OPTION A1

6sq m (3x2)

- 1 chair
- 1 workbench (150x80x75h)/Food bench (150x80x95h)*
- 1 x 50w LED spotlights

*only for food and wine sector



OPTION A2

6sq m (3x2)

- 1 chair
- 1 shelf (100x28x250h) / Food shelf (100x30x250h)*
- 1 x 50w LED spotlights

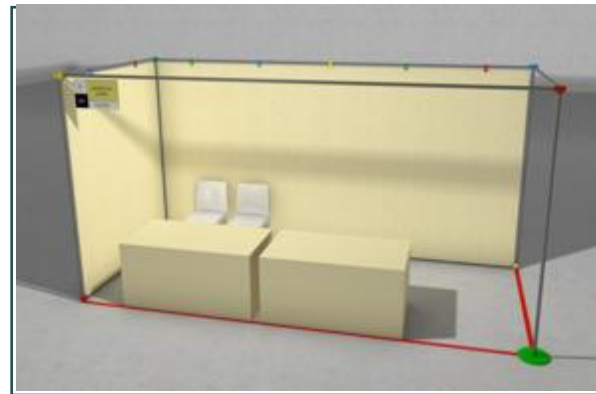
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Our Offer

Set-up and basic furnishings

All booths are fitted with:

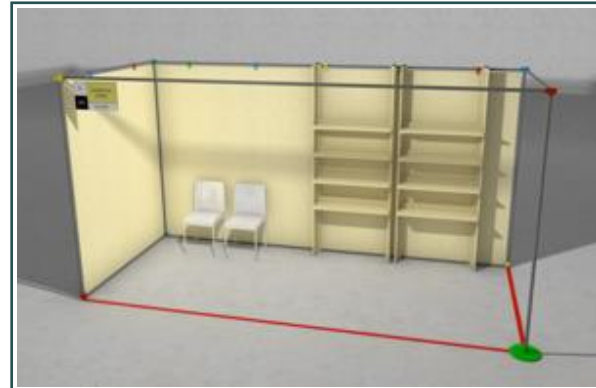
- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on the floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



OPTION B1 10sq m (5x2) and multiples

- 2 chairs
- 2 workbenches (150x80x75h) / Food bench (150x80x95h) *
- 2 x 50w LED spotlights

*only for food and wine sector



OPTION B2 10sq m (5x2) and multiples

- 2 chairs
- 2 shelves (100x28x250h) / Food shelf (100x30x250h)*
- 2 x 50w LED spotlights

* only for food and wine sector



OPTION B3 10sq m (5x2) and multiples

- 2 chairs
- 1 workbench (150x80x75h) / Food bench (150x80x95h)*
- 1 shelf (100x28x250h) / Food shelf (100x30x250h)*
- 2 x 50w LED spotlights

* only for food and wine sector

PROMOTE YOURSELF AND LET THE AUDIENCE OF MIDA LEARN MORE ABOUT YOU!

Discover our services

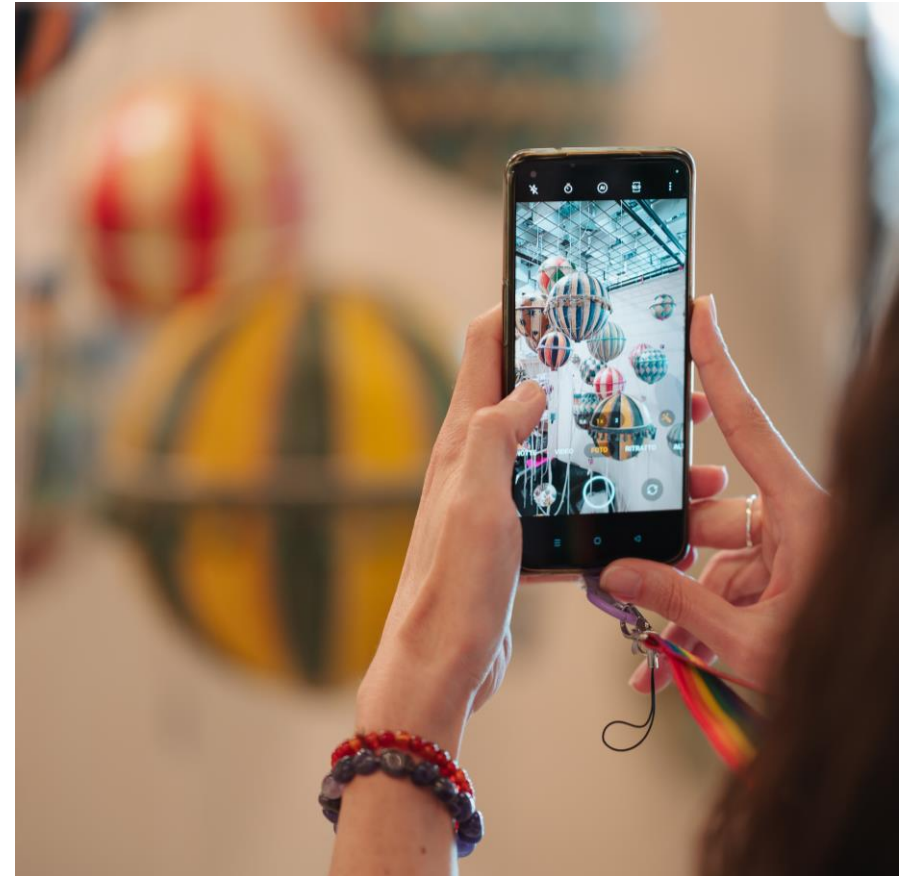
Would you like the Fair visitors to find you more easily?

Benefit from our promotional services. Get in touch with our audience of craft lovers through our Newsletters and social channels, in addition to other digital opportunities designed for you.

Enjoy Emporio MIDA, a commercial tool tailored for you.

Direct contacts with clients, a database of 9,000 professional operators, 93,000 social contacts, web marketing campaigns, and customised solutions.

Emporio MIDA is reserved to all the exhibitors at MIDA 2025.



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Visibility on MIDA digital platforms, photo and video services

Social Network

1 post on social networks: FB - IG (pre-fair)	220 €
1 story to be shot at the fair by MIDA's digital staff on IG	160 €
1 story customized pre-fair (material provided by the exhibitor) on IG	160 €

Newsletter to the community

1 dedicated content in the newsletter with link to website with photo and short text	190 €
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Video interview

1 video interview live at the fair with: <ul style="list-style-type: none">• Video shooting and production• Publication of the video on the Instagram channel of the fair• delivery of the original file	320 €
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Photo shoot

Photo coverage at the booth	100 €/hr
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Contacts

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