

*ABILMENTE

THE CREATIVE IDEAS SHOW

ITALIAN EXHIBITION GROUP
Providing the future



ROME

VICENZA

MILAN

TURIN



ABILMENTE – The Creative Ideas Fair is Italy's ultimate crafting community event. **Since 2005**, Abilmente has been creating links between its exhibitors, partners and millions of enthusiasts to become a unique place for inspiration and shared creativity.

What makes this event so special is the collaboration between organisers and exhibitors, who together have brought an authentic creative show to life. Every edition offers its public a mix of **workshops, demos** and a whole range of **new ideas**.

In **2025**, Abilmente will be celebrating **20 years** of success as a meeting point for creative crafters.

ABILMENTE

OFFERS THE CREATIVITY MARKET OPPORTUNITIES TO



SELL PRODUCTS by attracting a profiled public, stimulated all year round through dedicated marketing activities



PROMOTE ONLINE SALES boosting visibility and a profile that goes beyond the days of the Event



HAVE A PRIVILEGED OBSERVATORY OF CONSUMERS thanks to product feedback to help understand public preferences



ACTIVATE EXPERIENTIAL MARKETING ACTIONS that cannot be replaced in different contexts of the Fair, supported by the expertise of the Team



REINFORCE THE BRAND by making the most of the Fair event and the skills of ABILMENTE when it comes to speaking with different communities



OUR WORLDS

Abilmente is a continuously expanding universe. The creative ideas fair is simply packed with ideas and inspiration, for an event that brings together new trends in the industry and evergreen techniques. It's easy to get caught up in the enthusiasm and lose the thread, which is why we have reorganised the event's layout into the **Worlds of Abilmente:**

- Embroidery & tradition
- Paper, scrap & colour
- Decoration
- Sewing and yarn
- Fashion jewellery & accessories
- Cake & design



WHY ABILMENTE?

Because at **Abilmente**, everyone can find their creative world. Creative Sewing, Patchwork, Embroidery, Scrapbooking, Decoration, Fashion Jewellery, D.I.Y. Fashions...

There's something for everyone! Of course, Exhibitors are the main attraction: specialists in crafting products and tools, who, through courses and live demonstrations, can inspire our visitors to create.

Our **demo and inspiration areas** add that necessary touch of magic to offer visitors an unforgettable experience.



OUR VISITORS

Who are they?

86%

hobby crafters

4,6%

professional crafters

3,9%

schools and teachers

2,3%

representatives
and associations

2,1%

hobby and craft stores

1,1%

influencers

Why do they come to Abilmente?

79,7%

to find out about new
products and materials

78,9%

to purchase them

69,7%

for a day out doing
something different

32,9%

to take part in courses
and demonstrations



VICENZA



ROME

4 CITIES AND 8 EVENTS

Vicenza, since 2005. This is the traditional event, **the biggest and most complete** of them all. An unforgettable occasion held twice a year. A unique opportunity to meet a public of specialists!

Rome, since 2014. The Eternal City as you have never seen it before: a genuine invasion of D.I.Y. and crafting enthusiasts from the Centre and South of Italy. **Two dates at Fiera di Roma!**

Milan, since 2021. A fabulous showcase in the fastest, most innovative and youthful city in Italy. **Held in spring and autumn.** Visitors to Abilmente Milan are always seeking new products and ideas!

Turin, since 2022. The ideal event for crafting enthusiasts from the North West and France. Abilmente Turin is held **twice a year at Lingotto Fair!**



MILAN



TURIN



THE ABILMENTE COMMUNITY

245K Visitors in total during the 8 events for 2024

Attendance figures for the single editions of ABILMENTE 2024

Rome
Spring
20K
Visitors

Vicenza
Spring
40K
Visitors

Turin
Spring
19K
Visitors

Milan
Spring
20K
Visitors

Rome
Autumn
27K
Visitors

Vicenza
Autumn
68K
Visitors

Turin
Autumn
22K
Visitors

Milan
Autumn
24K
Visitors

95%
Women

35-55
Age range

1,2K
Exhibitors

235K
Social media
community



MEDIA NETWORK



147K
Followers



73K
Followers



12K
Subscribers



2K
Followers



216K
Subscribers



284K
UU/Month
for the site*

* During the fair period



SPECIAL PROJECTS

Offering our visitors **an increasingly special experience** is an important aim and one we are strongly committed to achieving. This is why, every year, we design this fair to add:

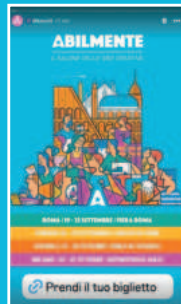
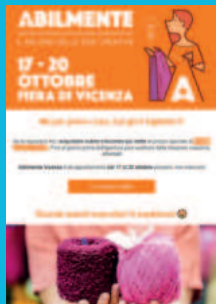
- **Exhibitions** where the beauty is what captures the imagination
- **Inspo areas**, like the Via delle Idee [Ideas Street] with lots of creatives and trends on show
- **Interactive areas** to try out tools and products first hand
- **Workshops** where creativity can really come to life
- **Events** to enjoy every moment to the full



VISIBILITY AT THE FAIR

Promote your presence at the fair! There are lots of available physical and online spaces where you can get yourself noticed:

- Guide layout
 - Sponsors
 - Our social media
 - Banners
 - Tickets on line
 - Rooms for courses
-
- Private events
 - Promo materials
 - Conferences
 - Customised discount cards
 - Special events
-
- Co-marketing projects
 - Videowalls
 - Gadget distribution
 - Video boxes
 - Light boxes

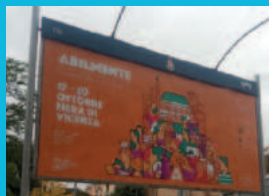
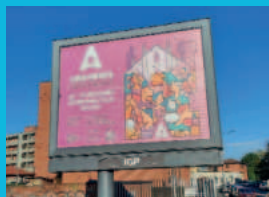


WHERE WE COMMUNICATE

Abilmente is always in contact with its public, thanks to multichannel communication that is designed to reach all creative crafting enthusiasts. With dedicated bills and articles in daily papers and specialist magazines, we make sure every edition is extensively promoted.

Periodical newsletters and our website, which is always kept up to date, allow us to inform and inspire thousands of subscribers every day, keeping them up to date with all our news and exclusive content. Our active presence on social networks is another strength, able to create direct dialogue and include creative communities.

Contact the Abilmente Team for more info!





ABILMENTE ACADEMY

A programme of **master-classes at the fair**, developed especially for those looking to find out more about creative techniques with super expert instructors and small classes, in the most complete, interactive way possible.

50

courses

200

participants

18

instructors involved*

It is possible to raise your profile in the Abilmente Academy, through sponsorships or the supply of materials that will be used in the courses.

**Figures refer to the Autumn 2024 editions*

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