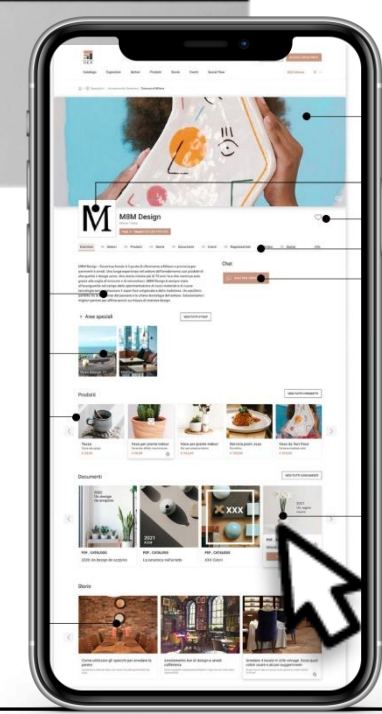
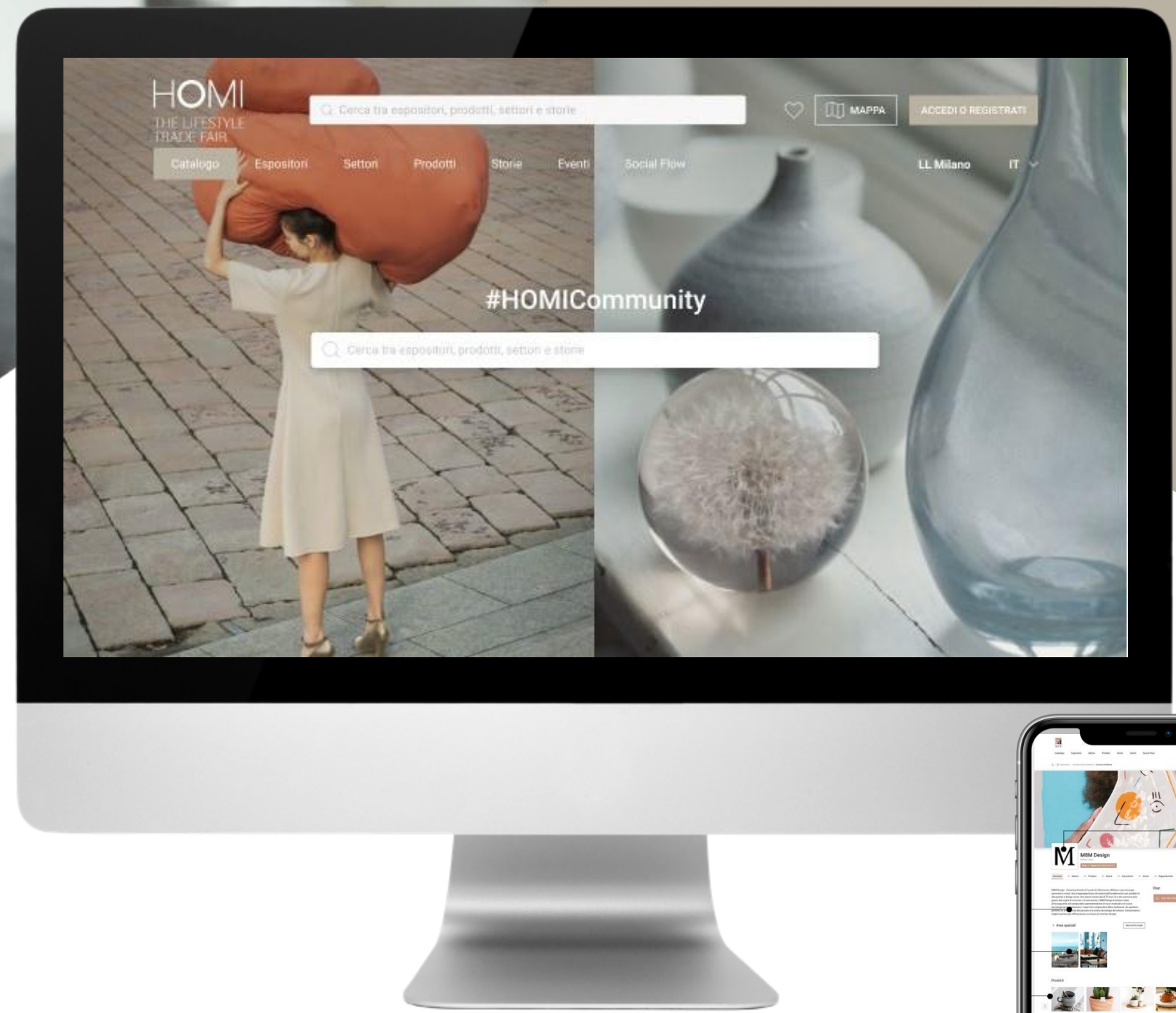




HOMI

THE LIFESTYLE TRADE FAIR
05-08.09.2021
fieramilanocity + MiCo



#HOMICommunity



homimilano.com



HOMI Milano: an experience all year round

Fiera Milano is a business platform that offers customizable and integrable digital services. The solutions designed for the events are modular and able to **connect organizers, exhibitors and visitors to each other**, with the aim of facilitating communications, expanding the possibilities for exchange and creating new conditions of contact through portals dedicated, websites, smart apps, event streaming and remote matching. A new physical and digital experience is born to put the different exhibition players in direct contact in a conscious community.

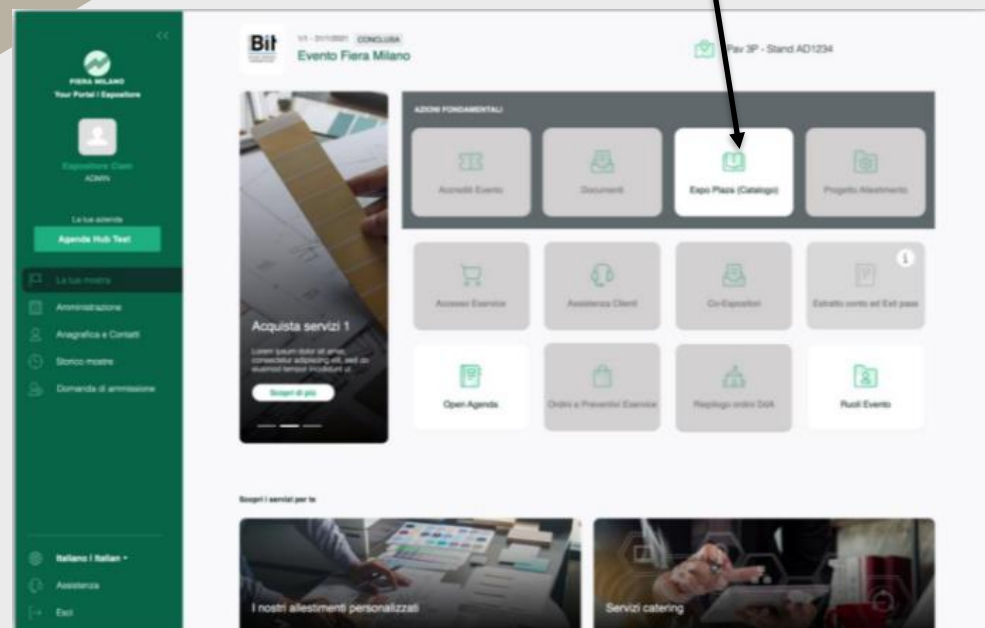
Fiera ID is the unique profile that allows you to access all the digital services of Fiera Milano and identify all users: **visitors, exhibitors, buyers, stand builders and organizers.**

The Exhibitor will be able to view his pre-filled personal information, receive ID credentials directly from the Fiera Milano system. **The Exhibitor Portal Functions:**

- **Application management**
- User Profile management
- Previous participation
- Event pre-registration and passes
- Personal data and contacts
- **Event personal data**
- Own Documents
- Orders and quotes on e-commerce platform
- **Administrative documents** and invoices
- Customer support
- Co-exhibitors management
- Orders and quotes
- **Statement and Exit Pass**
- **Homi Community/Homi Community Plus** management

The Visitor can fill in his profile and generate his Fiera ID through the event site, the Homi Community or the online pre-registration/pre-sale. **The Portal allows visitors/buyers to:**

- **Select products**/manufacturers by interests, nationality, business district, visit paths
- View exhibitors' products, stories, events
- **Request information** and meetings
- Chat with Homi Community Plus exhibitors
- View required and **confirmed meetings**
- View all **saved items as favorites**
- Manage your event agenda, finding your RSVP and calendar events for which you have expressed an interest



HOMI Milano: an experience all year round

HOMI is an international stage that **all year long** allows the operators of the sector and buyers from all over the **world** to introduce themselves, their product and market news on **HOMI's digital channels in preparation for the physical event**. HOMI crosses the boundary between online and offline to involve all sector operators in a different and innovative way, offering **immediate, immersive and interactive** solutions.

HOMICommunity

It is a virtual, interactive showcase that immediately shows the variety of **HOMI Milano's** exhibition offer and guides visitors intuitively and easily in their search for products, moods, manufacturers and exhibitors. An interactive gallery of photo and video contents, events, stories and social posts. The participation can be required through the dedicated application form.

HOMICommunity Plus

It is **activated with the application in the physical show**. The package is a **combination of technologically advanced services and solutions**, completing the **HOMICommunity** functions and putting supply and demand in direct contact on the platform..

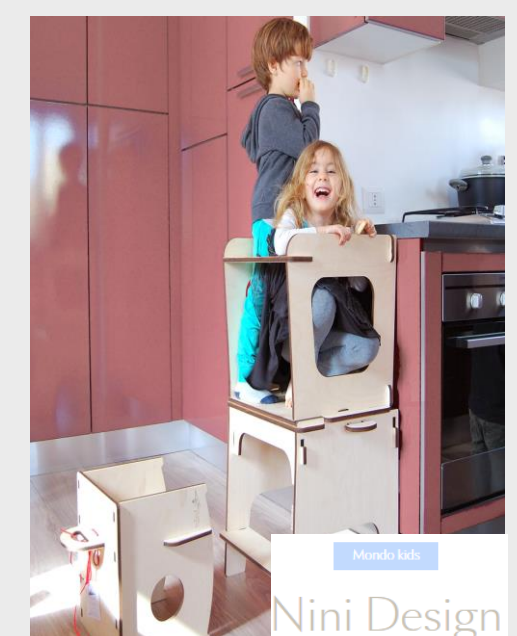
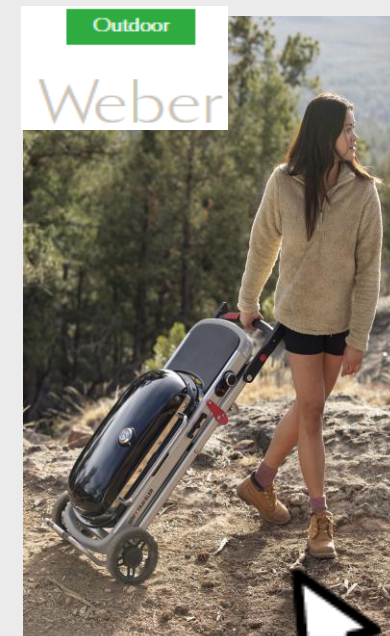
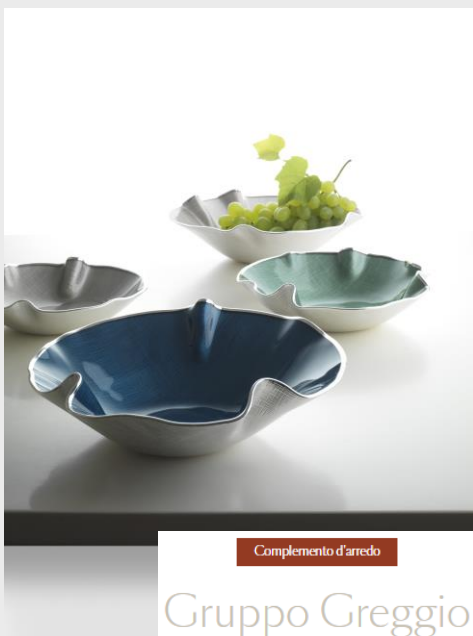
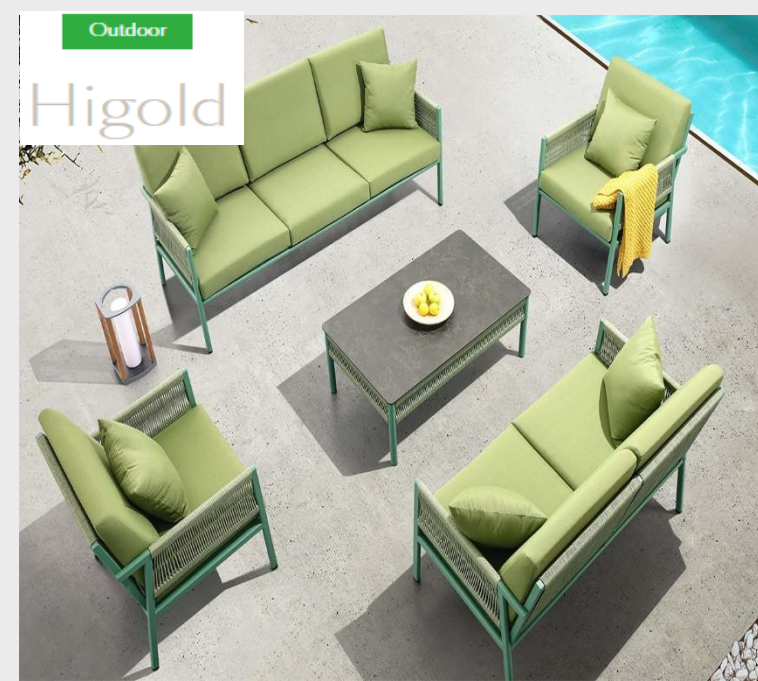
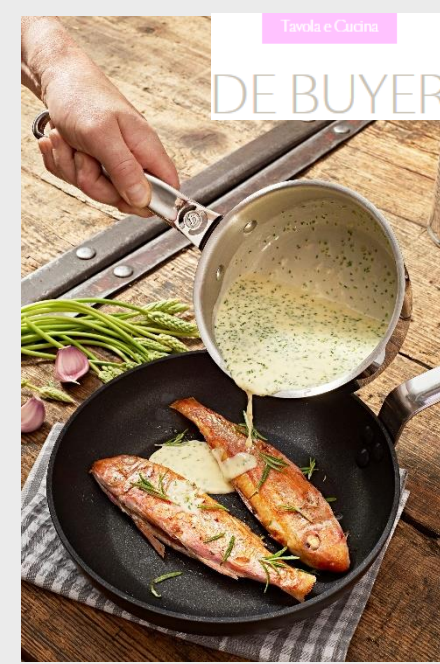
News

The news section features interviews with buyers, entrepreneurs, craftsmen, associations, market data, ideas and trends.

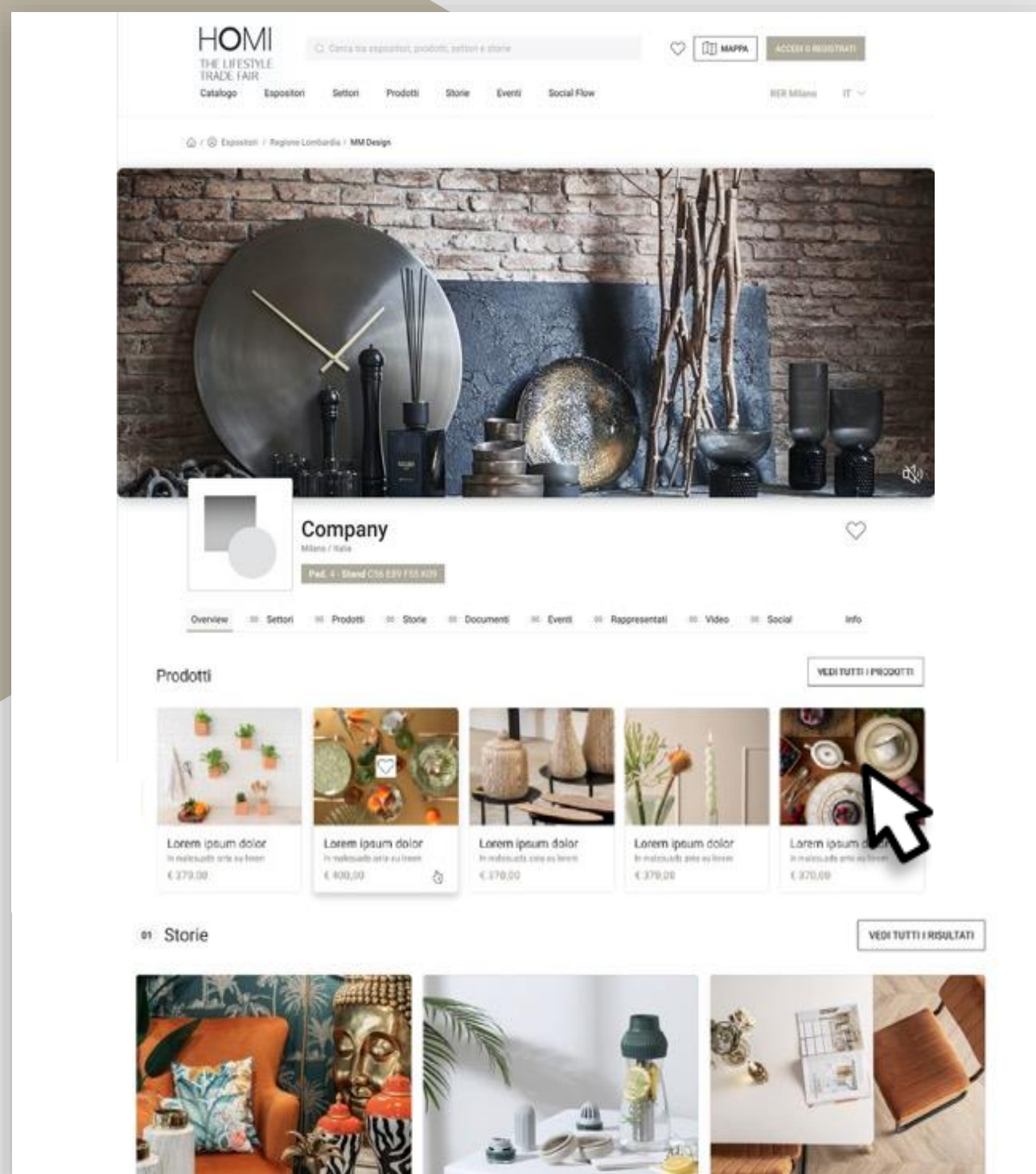
Webinars + Events

It is the section dedicated to training, information and digital entertainment.

Some brands on the HomiCommunity



A dedicated showcase. A personal space for each company



Each company on the HOMICommunity has a reserved space to upload:

HOMICommunity :

- COMPANY PROFILE
- 3 STORIES
- 6 PRODUCTS
- 1 VIDEO
- SOCIAL CONTENTS
- 1 LOGO
- COMPANY CONTACTS

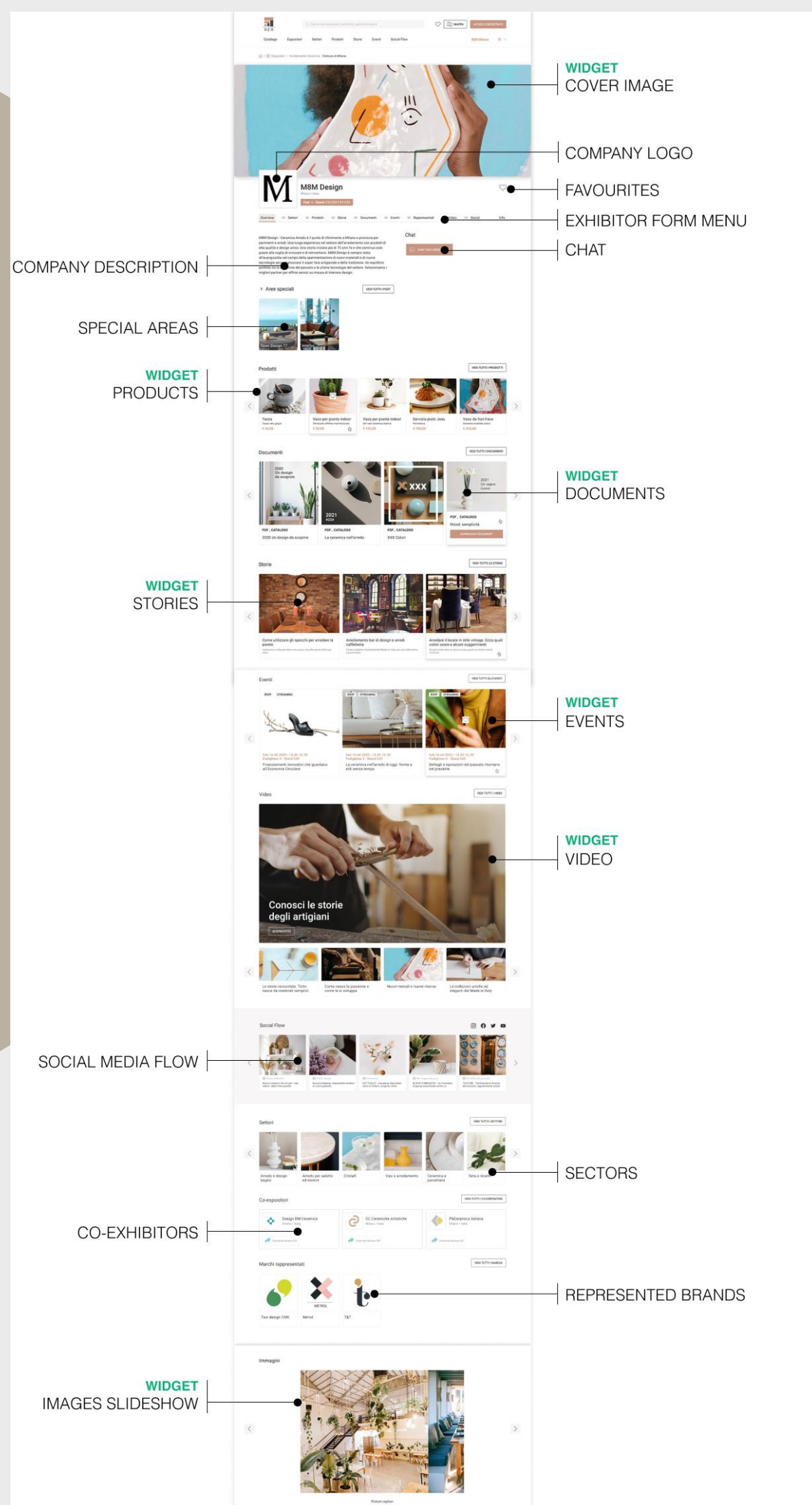
HOMICommunity Plus : additional digital services available only for registered companies in the physical show..

HOMICommunity Plus :

Only for registered companies in the physical fair

- COMPANY PROFILE
- 6 STORIES
- 12 PRODUCTS
- 1 VIDEO
- SOCIAL CONTENTS
- 1 LOGO
- COMPANY CONTACTS
- DOCUMENTS & CATALOGUES
- CHAT
- OPEN AGENDA
- MYMATCHING
- WEBINARS/EVENTS (organised by the exhibitors)

The value of being here



It is your business card.

Visitors intrigued by your stories and interested in your products will be able to **contact you and receive directly from you all the information** they need to start a new and profitable collaboration.

Adding texts, images, and links is **very easy and intuitive**: through a simple "copy/paste" from any Web page and video (YouTube and Vimeo) or Word file.

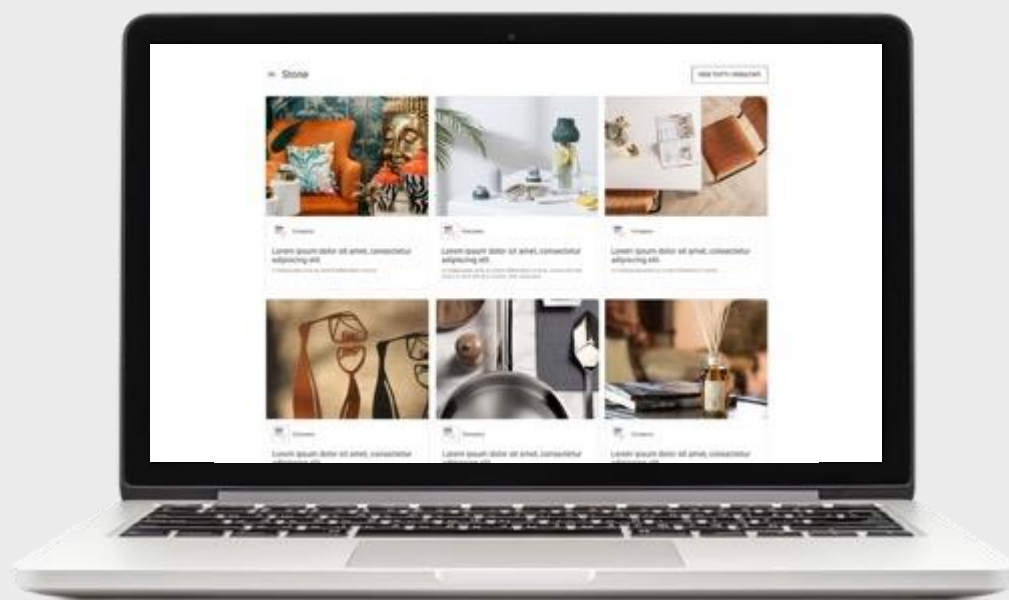
We recommend a **PHOTO COVER** size 1440x540 px (72dpi).

It is important to add your **LOGO**, with the right format to optimise your visibility on the HOMICommunity home page.

We recommend a **LOGO** with a square format (400x400 px).

The value of sharing

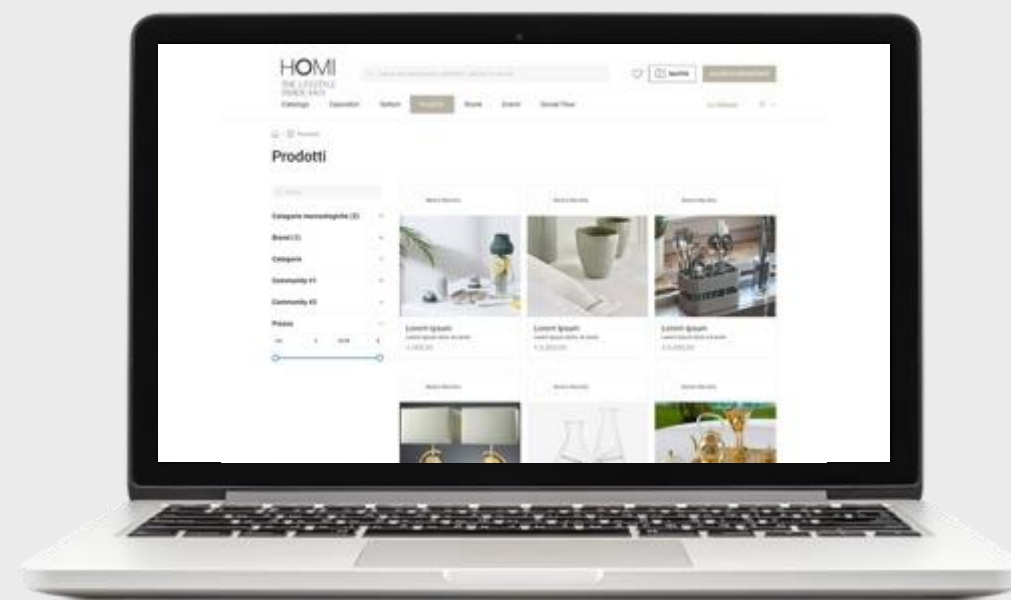
Stories (editorial contents)



Here you can introduce yourself, describe your offer and share interesting news, tell your story with texts, pictures, links and videos from YouTube or Vimeo to catch the visitor's attention.

- ▶ **It is recommended to upload a cover image in jpg format, 1450x540px, 72dpi and at least 3 stories to make the page more appealing.**

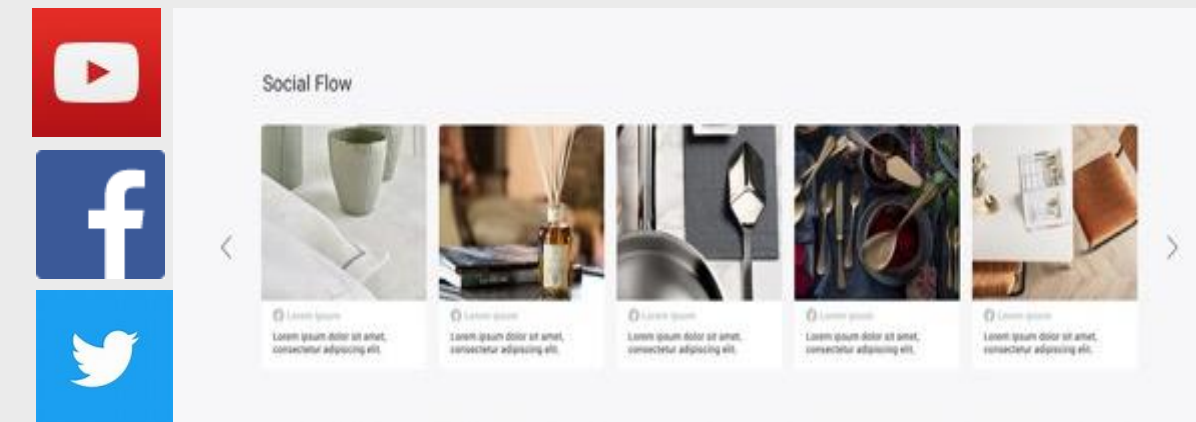
Products



Here you can prepare the showcase with a choice of products. .

- ▶ **It is recommended to upload images in jpg format, 800x595px, 72dpi. Add images of the same size.**

Social networks



Your contents can be automatically uploaded to this section from your social channels such as YouTube, Facebook, Twitter.

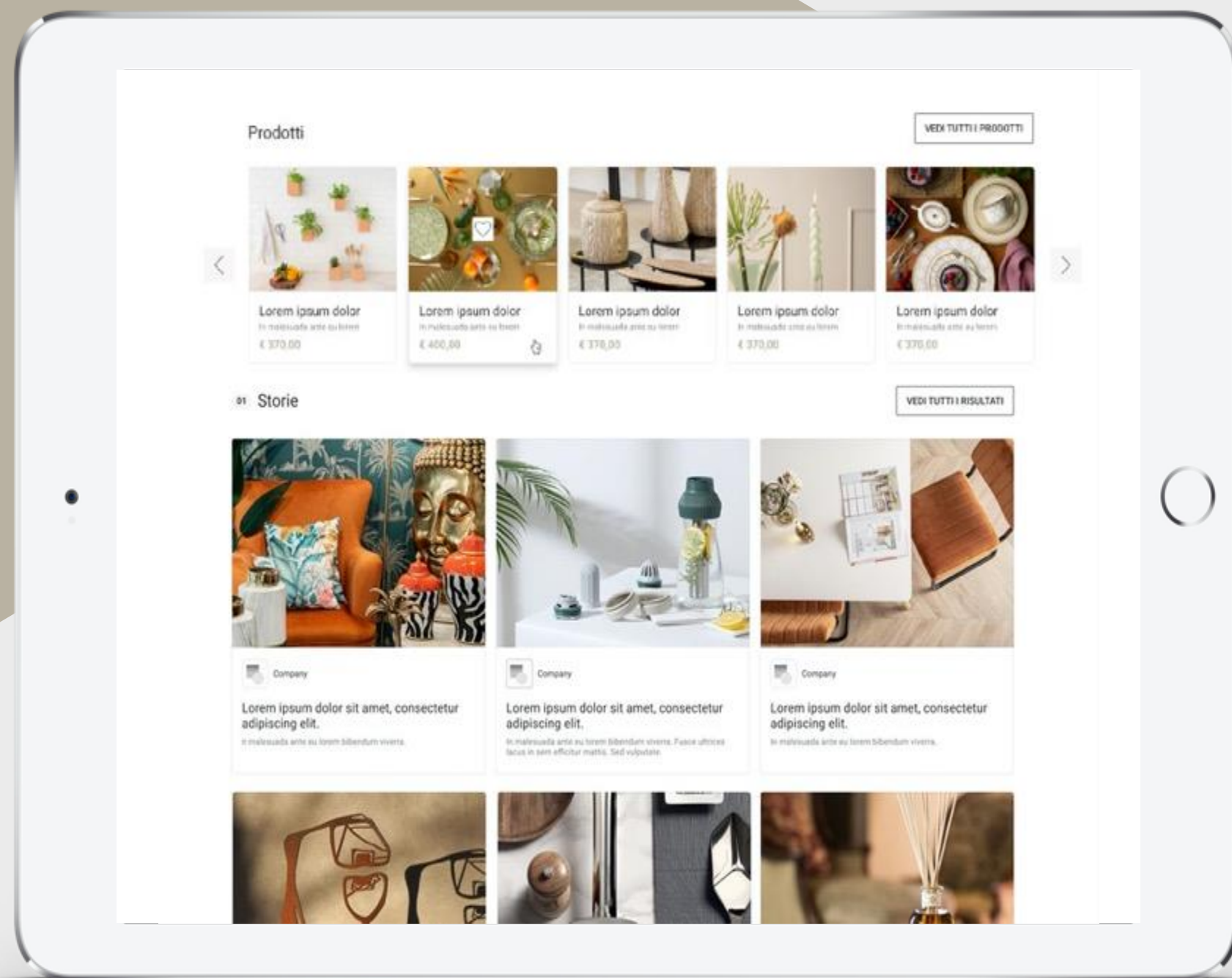
In the section dedicated to videos, the exhibitor can share the stream of videos coming from his YouTube channel

- ▶ **It is recommended to upload links to channels starting with youtube.com/user/ or youtube.com/channel/ or youtube.com/c/**

Links such as youtube.com/watch/ are not links to channels but to individual videos and **SHOULD NOT BE UPLOADED**. If you want to highlight a particular video you can use the **STORIES** section.

The Extra Value of HOMICommunity Plus

Service available only for exhibitors of the physical edition of HOMI Milano

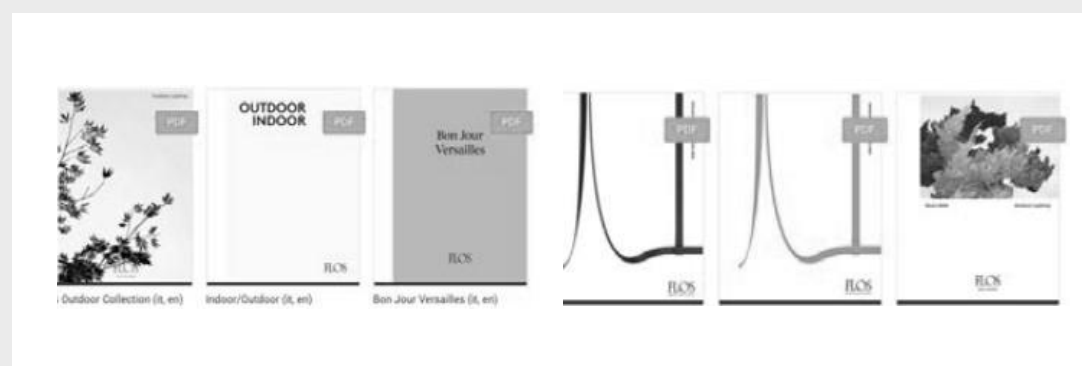


- **PRODUCTS PRESENTATION**
(publication of up to **12 products** included in the package)
- **STORIES - INSIGHTS (EDITORIAL CONTENTS)**
(publication of up to **6 stories** included in the package)
- **CATALOGUES AND DOCUMENTS**
(**Max. 50MB** of documents included in the package)
- **EVENTS** (publication of **max. 5 events** included in the package)
- **WEBINARS** (Basic package includes: **1 webinar of 1h with max. 50** connected participants)
- **OPEN AGENDA WITH VIDEOCHAT**
(Basic package includes: **1 Agenda with 24h video calls**)

Do you want to integrate these services with other initiatives at the exhibition or on the online platform? Contact us! We'll find the best suitable solution for your needs.

The Extra Value of HOMICommunity Plus

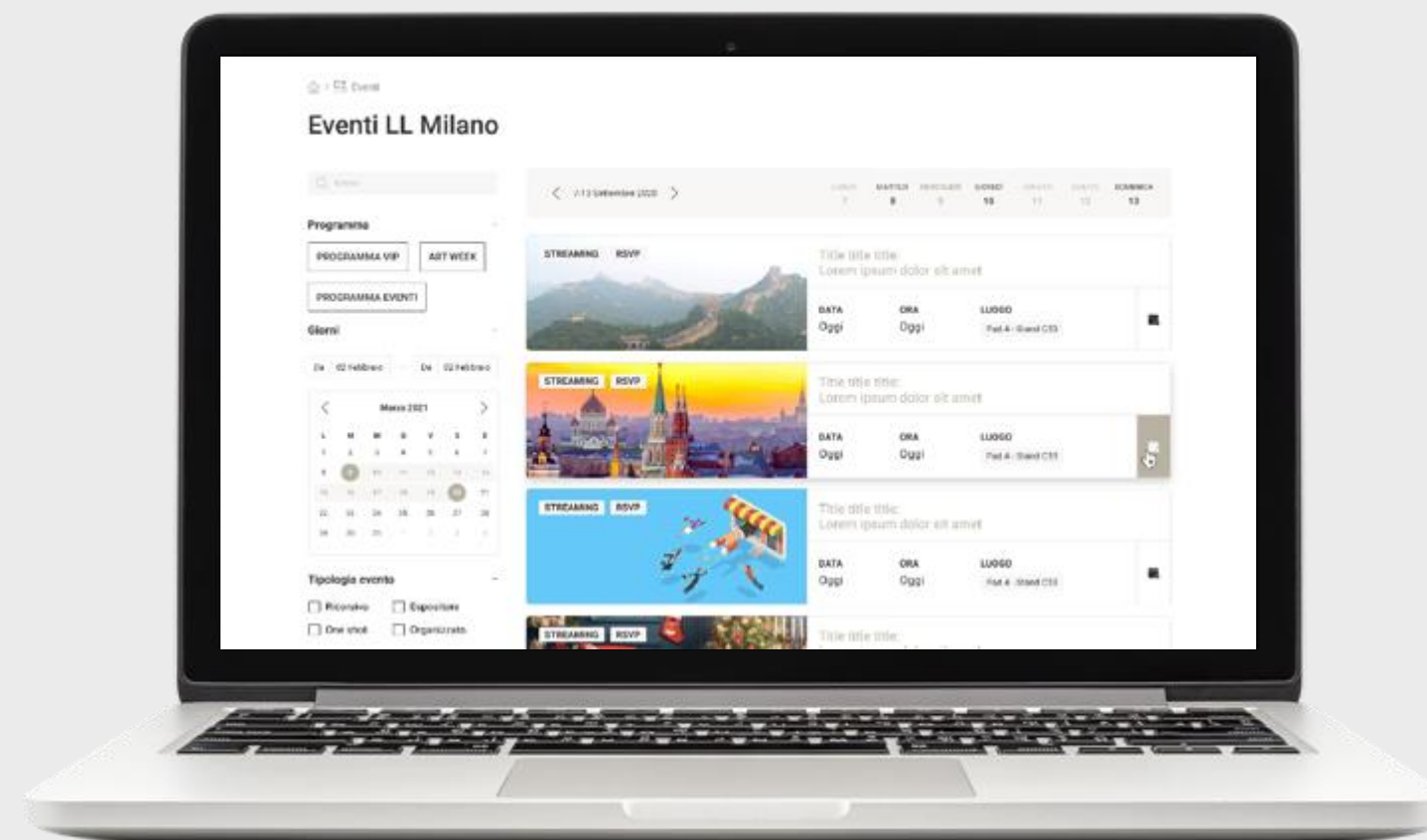
Documents and Catalogues



In this section you can upload documents available to visitors.
Documents can be uploaded in PDF format.

Maximum size 10 MB per document.

Digital events and webinars organised by exhibitors



In this section you can directly add the events you will organise: title, abstract, day, time and streaming link.

The event schedule - Digital Events area - will automatically show your entries, allowing you to promote them and make them visible to everyone.

The **Webinar** function allows exhibitors to stream an event using interactive functions such as Q&A and surveys directly from the platform.

In order to promote your event through your communication channels, just **copy the link** from the page and paste it on the selected tool.

The Extra Value of Homycommunity plus

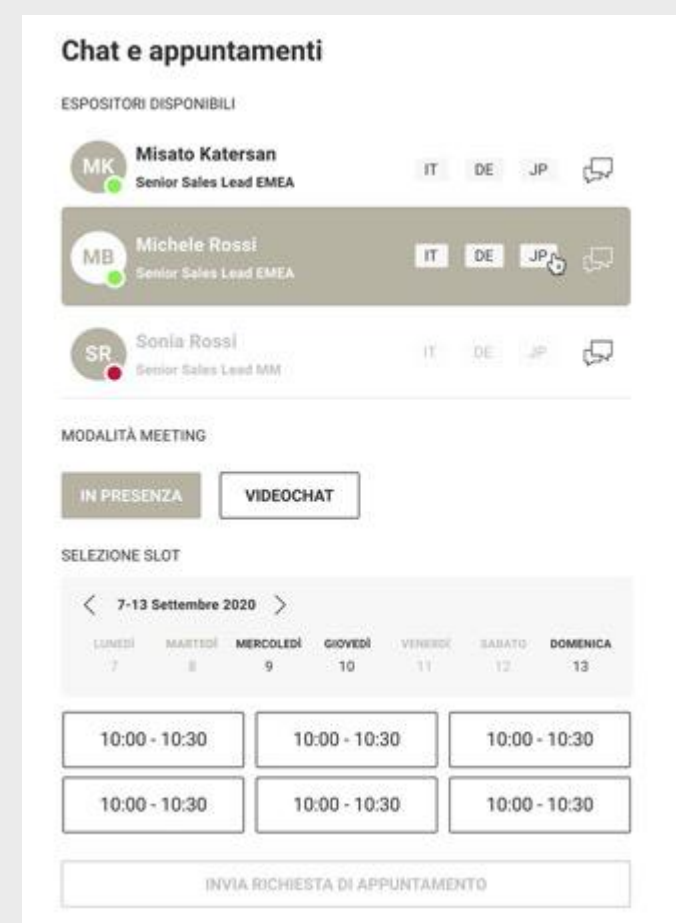
Chat



The Chat feature allows visitors and other exhibitors to get in touch with you directly. It is a practical and quick way to interact.

In order to use the Chat, the visitors must be logged in with their Fiera ID.

Open agenda



It is a system of appointments that allows exhibitors and visitors to schedule meetings.

MyMatching

MyMatching platform allows exhibitors to get in touch with a selection of international buyers invited by HOMI in collaboration with ICE.

The innovative My Matching platform allows you to identify the partners in line with your product offer.



MY MATCHING

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#HOMICommunity is the digital community of HOMI Milano, available on Fiera Milano Platform, perfectly integrated with the exhibition website and with the official social channels Facebook and Instagram.

Join us to optimize your time
and make the most of your participation

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#myhomelifestyle

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