

# BnB show

THE SHOW DEVOTED  
TO THE WORLD OF  
NON-HOTEL HOSPITALITY

**16-17 OCTOBER 2020, MILAN**

[bnb-show.it](http://bnb-show.it)

# INTRODUCTION

BnB Show is a trade fair devoted to the world of hospitality in all its forms, a showcase for services and products for the hospitality business.

The constant growth in incoming tourism in Milan and across Italy has seen the development of multiple hospitality solutions, comprising a wide range of different formats, levels of professionalism and facilities, as well as the proliferation of various activities and technologies catering to them.

BnB Show is the perfect tool for the annual presentation of all the latest services, products and technologies to existing owners and managers of non-hotel hospitality facilities and those interested in setting up in this business.

This two-day event in the centre of Milan is accompanied by a packed programme of conferences that will give the trade and private individuals the chance to meet top professionals and firms specialising in hospitality and facility management.

BnB show



# LOCATION

## MILAN

A city that has earned a leading position for itself on the world hospitality scene, which reached its peak during the World Expo 2015 and is set to face its next challenge in its candidacy for the Winter Olympics.

The Italian financial capital and the primary hub for incoming professional tourism in northern Italy, a world-famous fashion and design centre and home to Italy's most important trade shows.

A crossroads of Italian areas of excellence in culture, art, medicine and further education, as well as a destination attracting around 8.4 million tourists per year, placing it fifteenth on the *Global Destination Cities Index* that lists the top twenty most visited cities in the world.

# DATES

BnB Show takes place in October, in between the busy summer and winter periods. This is the perfect month to make improvements to facilities, to assess new proposals or take first steps in the hospitality sector.

DATES: 16-17 OCTOBER 2020

# EXHIBITORS

## MANAGEMENT SERVICES

Online booking portals  
Property managers  
Estate agents  
Full-service hospitality  
Check-in / check-out  
Cleaning services  
Laundry services  
Household linen rental  
Professional photography  
Decorators, architects, interior designers  
Tourism promotion and marketing agencies  
Digital and social marketing agencies  
Home staging

## GUEST SERVICES

Chef on demand  
Babysitting on demand  
Transfer services  
Freelance tour guides  
Trip/excursion organisers

## INSTITUTIONS

Trade associations  
Chambers of commerce  
Tourist boards  
Non-profit organisations

## PRODUCTS AND INTERIORS

Courtesy sets  
Household products  
Linen  
Domestic appliances  
Interior fabrics  
Household furnishings  
Food & drink  
Fire prevention and security systems  
Air conditioning systems

## TECHNOLOGY AND DIGITAL SOLUTIONS

Hospitality automation  
Home automation  
Management hardware and software  
Audio and video  
Web masters and app developers  
IT services

## CONSULTANCY

Tax  
Law and data protection  
Insurance  
Financial

# VISITORS

B&Bs

Farm holidays

Guesthouses

Boutique hotels

Hotels

Boarding houses

Property managers

Holiday accommodation and short-stay apartment owners

Private individuals interested in starting up in the hospitality sector

Tourist agencies

# CONFERENCES

The event will be accompanied by a packed programme of conferences focusing on key themes and all the latest news in this sector, including regulatory, fiscal and financial issues as well as best practice case histories. Presentation of studies and research involving hospitality issues and the comparison of various business models.

# COMMUNICATION

BnB Show will be promoted by a national advertising campaign and will primarily target potential exhibitors and visitors using the following methods:

Campaigns on the main social media channels

Advertising campaigns on online and offline newspapers

Advertising campaigns on trade websites

Newsletters and direct marketing

Advertising on national radio

Billboards and posters

# ORGANISERS

BnB Show has been developed by O.P.S., which has more than twenty years of experience in organising trade fairs, conferences and seminars. Some of its most important events include: Packaging Première, a show devoted to packaging for the luxury sector; Promotion Expo, targeted at the promotional, customisation, corporate gift and loyalty sector; ShopExpo, dedicated to materials for shops and shop fitting.

## CONTACT DETAILS

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