# FSB FORUM ITALY

**11-12 NOVEMBER 2026**

**MILAN BERGAMO**

**THE NETWORKING EVENT IN ITALY FOR SPORTS, LEISURE FACILITIES, AND PUBLIC SPACES**



**SPORT**
**SPORTS FACILITIES**
**TECHNOLOGIES**

**PUBLIC SPACES**
**URBAN DESIGN**
**PLAYGROUND & LEISURE FACILITIES**

In partnership with

ASSOCIAZIONE IMPIANTI SPORTIVI

Technical and cultural partner

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THE ITALIAN PLATFORM DEDICATED TO FACILITIES AND INFRASTRUCTURE FOR THE CULTURE OF SHARED SPORTS
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FSB FORUM ITALY



# AN EVENT THAT RESPONDS TO MARKET NEEDS



2026 marks the beginning of a **new era for the market** of **sports facilities**, **urban furniture** and **public spaces**, with the launch of the first edition of FSB Forum Italy.

Organised by Koelnmesse, a global leader in the trade fair sector and organiser of **the benchmark FSB event since 1969**, this new format offers a unique opportunity for professionals, companies, and innovators to meet, explore the latest trends, and forge strategic partnerships.

The event will be held under the patronage of **AIS** (Italian Sports Facilities Association) and in collaboration with **Move City Sport** as Technical and Cultural Partner.

This first edition promises many innovations and will bring together sector professionals for two days of meetings and dialogue.



A trade fair created to meet the needs of a sector that increasingly requires **upgrade and maintenance of existing sports facilities**.

**An event that was missing in Italy**, now ready to attract professionals for two days of networking and dialogue.

**An exhibition**, in an ideal setting, to show innovations and establish new business partnerships.

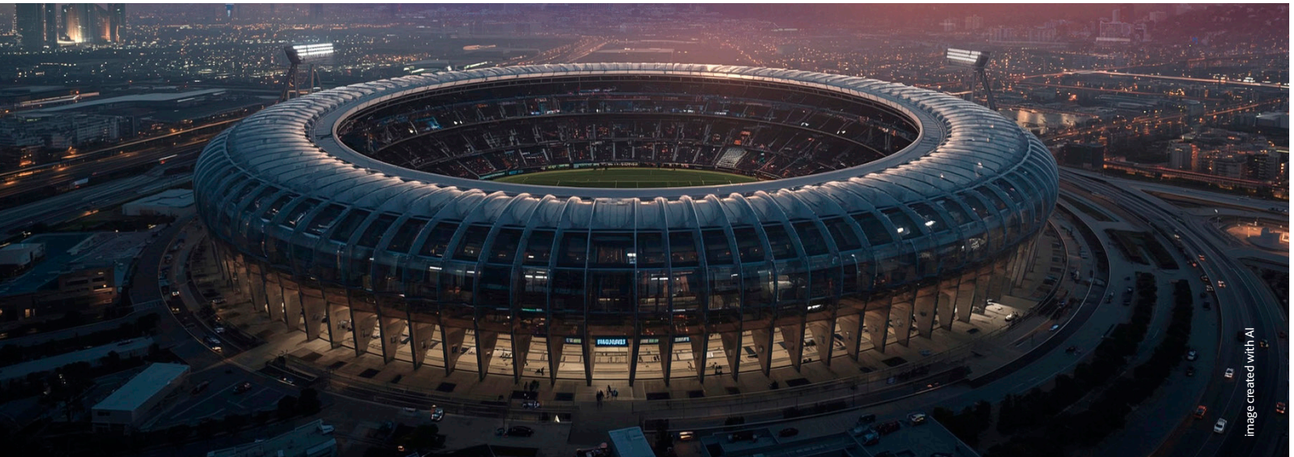
**THE FIRST EDITION OF FSB FORUM ITALY WILL TAKE PLACE ON 11–12 NOVEMBER 2026 AT FIERA DI BERGAMO.**

# IDEAL MARKET CONDITIONS

FSB Forum Italy is the exhibition response to growing market demand in the sports facility sector, which continually requires **renovation and maintenance** of often outdated and obsolete structures.

Thanks to **various government incentives**, exhibitors will have the opportunity to significantly expand their business at both national and European levels.

The event will also offer key insights into **energy efficiency** and **sustainability** - making the two-day event in Bergamo a must-attend for these important topics.

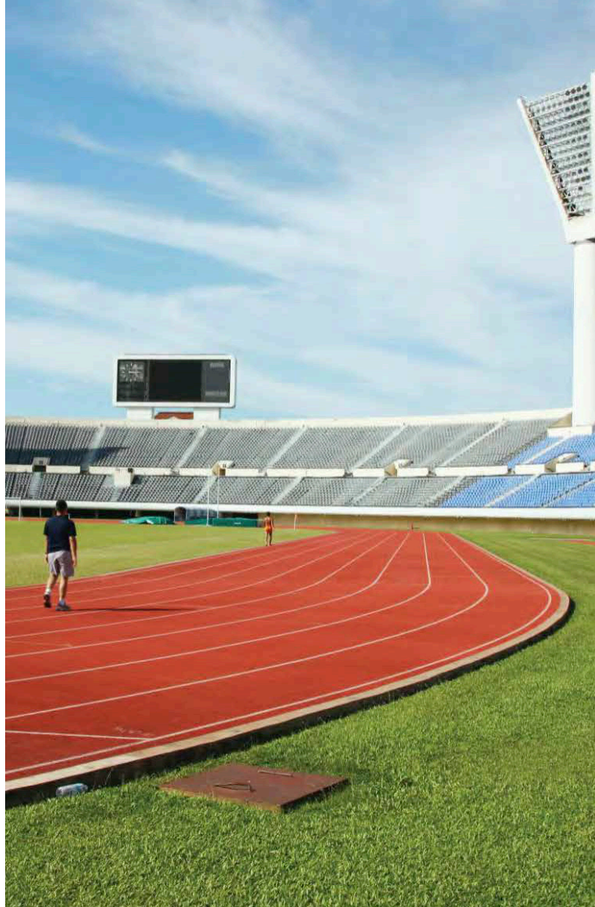



## EXHIBITORS TARGET

- **Sports facilities manufacturers**
- **Construction/management/equipment for sports facilities**
- **Recreational areas**
- **Outdoor fitness**
- **Urban furniture/landscape architecture**

## VISITORS TARGET

- **Institutions**
- **Public administration and municipalities (sports, education, green areas, urban planning, urban development)**
- **Designers and managers of sports facilities**
- **Architectural studies**
- **Managers of hotels and sport centres**
- **Sports associations and clubs**



# 10 GOOD REASONS TO EXHIBIT

**1 A MAJOR TRADE FAIR FOR THE SPORTS FACILITY SECTOR IN ITALY**

Each year, industry professionals can count on a dedicated Koelnmesse event in Europe: in even-numbered years in Cologne, and in odd-numbered years in Bergamo. This strategic alternation with FSB Cologne ensures companies and attendees can take part in **a top-level trade fair annually**.

**2 A RESPONSE TO A MARKET NEED**

FSB Forum Italy was created **to meet the concrete and growing needs of the sports facility sector in Italy**, which increasingly demands constant **renovation, upgrade**, and **ongoing maintenance**. At the same time, the event responds to the demand from companies for a professional platform where they can **connect with key players**, **decision-makers**, and **public and private stakeholders in the industry**.

**3 A COMPLETE PRODUCT RANGE**

A wide range of sectors are involved, offering visitors a comprehensive showcase of products: **sports facilities**, **equipment and furnishings**, **recreational areas**, **urban furniture**. This offering is designed to attract a large audience of **visitors**, including **institutions**, **public administrations and municipalities**, **designers and managers of sports facilities**, **landscape architects**, **managers of hotels**, **as well as sports associations and clubs**.

**4 MATCHMAKING SERVICE: A HIGH-QUALITY OPPORTUNITY**

An exclusive service for FSB Forum Italy exhibitors: **one-to-one meetings** between exhibitors and carefully selected professionals from the sector. A **qualified and diverse group of attendees** will be present, including representatives from institutions and public administrations, managers of sports facilities and hotel chains, as well as designers and landscape architects.

**5 IDEAL MARKET CONDITIONS**

Supported by a **range of incentives and funding programmes** promoted by the Italian government, companies will find the ideal conditions to develop **new and valuable business opportunities** with the sector's leading professionals. **Energy efficiency and sustainability** will take centre stage — essential issues that will be explored in Bergamo through insights and discussions led by prominent voices from the sports and infrastructure sectors.

**6 THE VENUE**

Fiera di Bergamo is **a modern exhibition centre** in a central location, well connected by an extensive transport network both nationally and internationally. It offers ample parking and tailored logistics to meet the needs of exhibitors.

**7 AN INNOVATIVE "EXHIBITOR & VISITOR FRIENDLY" FORMAT**

The format will be **streamlined and compact**: two days packed with meetings and appointments, designed to **minimise the organisational** effort for companies while **maximising their results**. Exhibitors and visitors will be able to focus entirely on their business, without worrying about the many logistical aspects — all of which will be managed by our team.

**8 MULTIPLE EXHIBITION SOLUTIONS**

The venue offers **a full range of exhibition solutions**, giving companies the option to bring their own setups or choose from spacious and cost-effective All-inclusive stands.

**9 PROMOTION TO VISITORS**

Visitors from all relevant product sectors are expected to attend, thanks to a **significant investment in promotion and communication**, as well as the network ensured by the synergy with the Cologne trade fair.

**10 CONFERENCES AND WORKSHOPS**

FSB Forum Italy **will be more than just a trade fair**. In addition to the exhibition area, the event will offer unique opportunities for learning and dialogue through **high-level conferences and workshops**, organised in collaboration with industry associations and specialised media.

# THE VENUE

FSB Forum Italy will take place at **Fiera di Bergamo**, **a modern exhibition centre located in the heart of Lombardy**, the main economic hub of the country.










The Bergamo exhibition centre covers a **surface area of 16,000 m² indoors**, with **35,000 m² of outdoor space**, a **440-seat conference centre**, meeting rooms, bars and restaurants, and a large adjacent car park with 2,400 spaces.

Easily **accessible from both Italy and abroad** thanks to an extensive transport network, the venue is ideally located just minutes from the A4 Milan–Venice motorway exit.

The **Orio al Serio International Airport** — Italy's third-busiest airport — is located JUST 3 KM FROM THE FAIRGROUND. It is served by numerous airlines, including Ryanair, which connects Bergamo with **135 destinations across 37 countries**.







**500 m** From the ring road

**3 km** From the airport

**3.5 km** From the railway station

**4 km** From the city centre

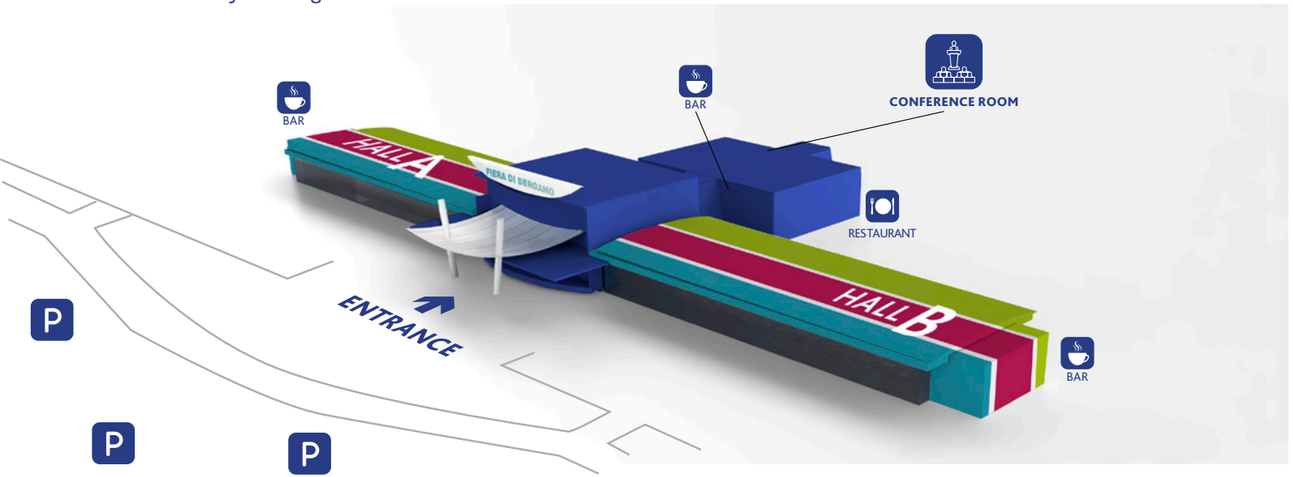
**8 km** From the old town

# TYPES OF STAND

Companies can take part in FSB Forum Italy by choosing the **exhibition solution that best fits their needs** in terms of budget, space, stand design, and customisation.

## RAW SPACE:

The ideal solution **for larger areas**, allowing exhibitors to use their own setup and create a space that reflects their brand identity and image.



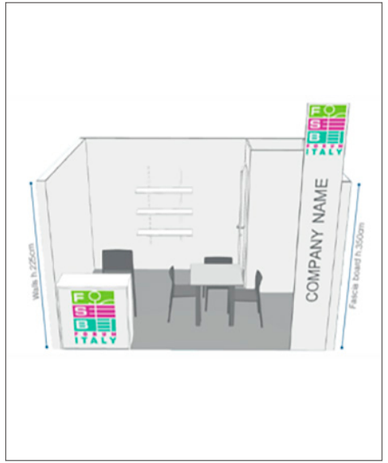

## ALL-INCLUSIVE STAND:

Modular stands **starting from 12 m²** with a predefined structure (partially customisable). A practical solution that minimises organisational effort as well as setup and dismantling activities.

## BOULEVARD:

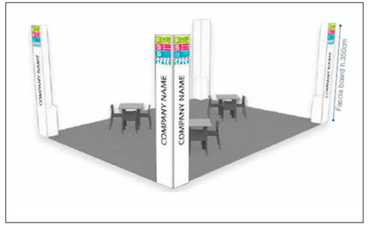
A more compact solution (with 2.5 or 5-metre display walls), including a reception desk and an exhibition panel to showcase products.

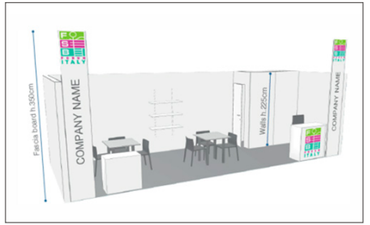
An **extensive outdoor area** is also available for companies that require more space and height or wish to organise **special activities** (e.g. trucks, demonstration areas, etc.).









# FSB FORUM ITALY IS MUCH MORE THAN A TRADE FAIR





## MATCHMAKING SERVICE: A QUALITY OPPORTUNITY

Exhibitors at FSB Forum Italy will have the opportunity to meet carefully selected professionals through **targeted one-to-one meetings**.
This **exclusive service will connect them with a qualified network of visitors** from institutional and public administration sectors, as well as managers of sports facilities, hotels and wellness centres, designers, and landscape architects.





## OUTDOOR DEMONSTRATION AREA

Visitors to FSB Forum Italy will have access to a **large outdoor area featuring presentations and live demonstrations** of the latest innovations — many shown for the very first time.



## CONFERENCE AND AWARDS

Complementing the exhibition area, a rich programme of events will be held, including **high-level conferences** offering insights into economic scenarios, innovations, and future trends in sectors that are constantly evolving.




**This and much more... FSB FORUM ITALY Everything in one event!**

# SPONSORSHIP PACKAGES AND PLATFORM

## SPONSOR

To gain greater visibility and enhance the prestige of their participation, exhibitors can become official sponsors of the event by selecting one of the **three available packages**:

- **Silver**
- **Gold**
- **Main Sponsor**

These packages are offered in combination with the corresponding **showcase package - Standard**, **Plus** or **Extra**.

## PRODUCT NEWS PAGE

This page is dedicated to **company updates**. Each news item is presented with text, product image, link, and a convenient 'Request Information' form. Products can be updated throughout the year.

## DIGITAL SHOWCASE

The online platform **dedicated to promoting** FSB Forum Italy **exhibitors** offers a structured company showcase with three main sections:

HOMEPAGE

This section features all participating companies, including their logo, booth location at the fair, and a link to their individual SHOWCASE page.

SHOWCASE

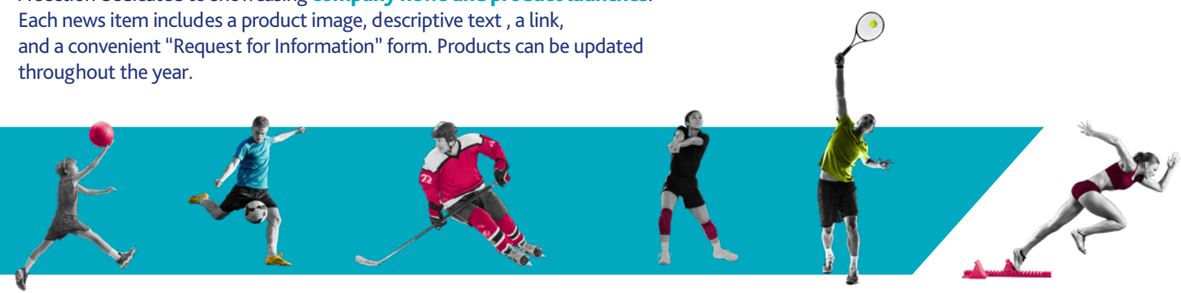
A dedicated space for **presenting the company and its products**. This area allows for the inclusion of a company profile, product descriptions and images, videos, technical datasheets, downloadable documents, and complete contact information.

PRODUCT NEWS PAGE

A section dedicated to showcasing **company news and product launches**. Each news item includes a product image, descriptive text , a link, and a convenient "Request for Information" form. Products can be updated throughout the year.








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