

Go INTERNATIONAL[®]

THE EXPORT SERVICES FAIR

September 17–18, 2025 Allianz MiCo – Gate 3

Exhibitor manual



Organizers: **Aice**
Associazione Italiana Commercio Estero
Italian Association of Foreign Trade

**TRADE
EVENTS**

With the contribution of:

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Lombardia**

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L'UNICO SPEDIZIONIERE SPECIALISTA IN FIERE

With the support of:  **Banca Popolare
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1.1 Fair Hours and Location

Where: Allianz MiCo, Milan, Italy

Viale Eginardo 29, corner of Via Colleoni, GATE 3

When: September 17 and 18, 2025

Sponsor and Exhibitor Access: from 8:00 AM to 6:30 PM

Visitor Entrance: from 9:00 AM to 6:30 PM

Fair Closing Time: 6:30 PM

⚠ We would like to remind all Go International® exhibitors and sponsors that it is strictly prohibited to dismantle their displays or leave their stands unattended before the official closing time of the exhibition.

1.2 How to Reach Us

General Information

Metro Directions

From Central Station

Take the M3 Yellow Metro towards Comasina, get off at Zara and change to the M5 Lilac Metro towards San Siro. Get off at Portello station, just 50 meters from GATE 3.

From Garibaldi Station

Take the M5 line (purple) towards San Siro Stadio.
Get off at Portello, then walk 50 m to Gate 3.

From Cadorna Station

Take the M1 Red Metro towards Rho Fieramilano, get off at Lotto and change to the M5 Lilac Metro towards San Siro. Get off at Portello station, just 50 meters from GATE 3.

 **Taxi** **Viale Eginardo 29 corner of Colleoni Street, Gate 3 – Allianz MiCo, Milan**

 **Car** [Get directions](#)

Exhibitor Parking

Please note that checking the costs and availability of parking for exhibitors must be done through the MiCo Customer Care: gointernational2025@fieramilanocongressi.it



1.3 Hotels & Catering

HOTELS

Hospitality guaranteed with MiCodmc, specialized operator

Thanks to their deep knowledge of the area, the best hotels, the trendiest venues, and the most reliable suppliers, MiCodmc has selected advantageous agreements for Go International® 2025.

<https://www.go-international.it/hotel/>

MiCodmc contacts:

Piazzale Carlo Magno 1, 20149 Milan – Italy

gointernational@micodmc.it

www.micodmc.it

CATERING

During the two days of the fair, the bar will be open and accessible.

For those interested, it will be possible to book coffee breaks, lunch boxes, and aperitifs with Fiera Milano's official catering company, Compass Group, also directly at your stand, subject to availability and prior notice.

Compass Group contact:

exhibitor.mico@compass-group.it

gointernational2025@fieramilanocongressi.it

Interested parties can also proceed with the booking through Exhibitor Services (see next page).

1.4 Exhibitor Services

Log in with the credentials provided by the MiCo Customer Care. <https://es.fieramilanocongressi.it/Home.aspx>

Don't have credentials?

Send your request to Customer Care. gointernational2025@fieramilanocongressi.it


What is it?

It is a portal managed by MiCo dedicated to services offered to exhibitors to assist them in organizing and participating in the event.

The services available include stand customization, hospitality assistance, catering service, digital printing services, and additional materials such as televisions, decorative elements, and more.

How does the Portal work?

At first login, you need to enter your company information. You can select desired products and services from the online catalog. For each item, click on the corresponding icon, fill in the required details (e.g., quantity and delivery date), and add it to the cart. Then, select the billing address and payment method. Orders are considered confirmed only after payment is received.

EXHIBITOR SERVICES 

Username

Password

☐ Rimani collegato

[Accedi](#) [Password smarrita?](#)

⚠ Important Information

- It is allowed to use your own materials, such as furniture, graphics, TVs, or other devices, subject to approval and technical verification by the MiCo Customer Care via email: gointernational2025@fieramilanocongressi.it

PLEASE NOTE: As stated in point 8 of the registration regulations, Trade Events, its sponsors, employees, or agents ARE NOT responsible for any loss, theft, damage, or injury of any kind to people or materials.

Payment by bank transfer for any orders placed through Exhibitor Services is available until approximately two weeks before the start of the fair. Orders will be considered confirmed only after payment is received.

The stand number will be visible by logging into the portal at the top right near the fair information.

All exhibitors are kindly asked to check the Exhibitor Services portal regularly for all updates related to the fair.

For any information regarding the purchase or rental of materials, please contact the MiCo Customer Care:

gointernational2025@fieramilanocongressi.it

⚠ Mandatory Insurance – Responsibility of the Exhibitor

Insurance coverage is not provided by the organizers.

Each exhibitor must independently arrange an insurance policy covering the full value of goods, equipment, machinery, and setups brought into MiCo. The coverage must include a waiver of recourse clause towards: Fiera Milano Congressi, Fondazione Fiera Milano, Fiera Milano S.p.A., affiliated companies, the organizer, and all parties involved in the event.

1.5 Exhibitor Management System

General Information

➡ ACCESS HERE: <https://www.go-international.it/gestionale-espositori/>

What is it?

It is the online portal dedicated to exhibitors, where you must enter all company information and any workshops. This data will be displayed on the official fair website and used in the official printed catalog and on social media channels.

What do you need to do?

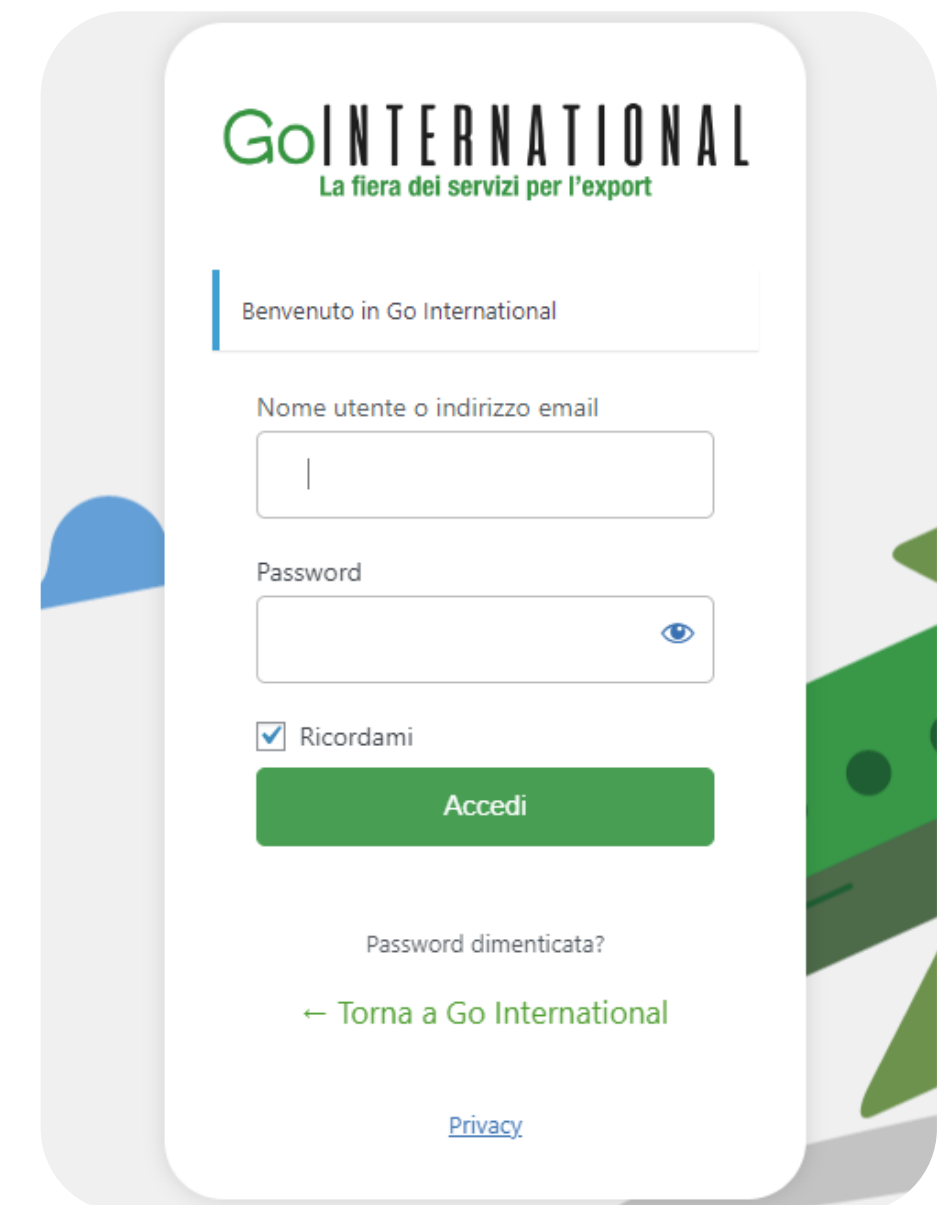
- **Register at the following link:** <https://www.go-international.it/registratori-espositore/>
Once registration is complete, you will receive a welcome email.
- **Fill out the Exhibitor Media Form by July 31**, making sure to click **SUBMIT THE FORM** at the end of data entry. After submission, you will receive a summary email with the information entered and instructions for any changes via the Exhibitor Management Panel, accessible with the credentials created during registration.
- Also fill out the **Workshop Media Form**, if included among the purchased services.

Why is it important?

The information you provide will appear in the fair catalog (both online and printed), helping visitors get to know you. It will also be used for marketing and promotion activities on social media.

⚠ Important

Complete everything by July 31.
After this date, the exhibitor's presence in the printed materials used at the fair is not guaranteed.



The screenshot shows the login interface for 'Go International'. At the top, the logo 'GoINTERNATIONAL' is displayed with the tagline 'La fiera dei servizi per l'export'. Below the logo, a blue bar contains the text 'Benvenuto in Go International'. The main form area has two input fields: 'Nome utente o indirizzo email' and 'Password'. The password field includes a toggle icon (an eye) to show or hide the password. Below these fields is a checkbox labeled 'Ricordami' which is checked. A green button labeled 'Accedi' is positioned below the checkbox. At the bottom of the form, there is a link 'Password dimenticata?' and a green link '← Torna a Go International'. A 'Privacy' link is located at the very bottom of the page.

1.5 Exhibitor Management System

General Information

Useful Features in the Management System:

Modify the submitted information:

You can update the information already entered in the form at any time.

⚠ PLEASE NOTE: Changes made after July 31 may not appear in the printed catalog but will only be visible online.

View the one-to-one appointments booked by visitors at your stand:

Log in to your reserved area > Select VIEW APPOINTMENTS > Select Appointment Hour Booking > Click on Booking Orders to see details of registered visitors and appointments > Download the list in Excel format using "Export to CSV."

Download the Media Kit:

You'll find ready-to-use materials for personalized campaigns—graphics, texts, and content to promote your participation and your workshop.

DASHBOARD:

 MODIFICA I DATI INSERITI RELATIVI ALLA SEZIONE "ESPOSITORI" // UPDATE THE DATA ENTERED RELATING TO THE "EXHIBITORS" SECTION

 VISUALIZZA GLI APPUNTAMENTI // VIEW APPOINTMENTS

 SCARICA IL MEDIA KIT // DOWNLOAD THE MEDIA KIT

Check the attendees registered for your workshops:

Download the attendee list for easy management.

⚠ The Workshop section becomes active only after the information has been uploaded to the management system.

2.1 Setup, Dismantling, and Shipment of Goods

SETUP AND DISMANTLING

Setup: September 16, 2025, from 8:00 AM to 7:00 PM

Dismantling: September 18, 2025, from 7:00 PM to 10:00 PM

Access for loading and unloading during setup and dismantling is allowed exclusively through Gate 12 – Via Colleoni.

Medium and large vehicles may park along the internal roads. Passenger cars must be directed to the Tetti parking lot, from where the exhibition area is accessible via a pedestrian elevator. Please regularly check Exhibitor Services for updates.

Setup/Dismantling Access Pass

Passes are free and exhibitors can download them starting August 25, 2025.

They must be shown at the entrance to access with vehicles.

For information about access and parking during dismantling, exhibitors are invited to consult the Logistic Rules available in the “Setup/Dismantling” section of Exhibitor Services.

GOODS SHIPMENT

The official freight forwarder, as indicated on Exhibitor Services, is **Expotrans**. They are available for all heavy cargo handling needs.

+39 3475699917 | 023669600 | ops.fmc@expotrans.net

If you intend to use a shipping agent other than the official one appointed by Fiera Milano Congressi, you will need to independently arrange for the collection of your goods either on the day before the event (16/09) or on the first day of the fair (17/09) no later than 8:00 AM, in order to avoid any obstruction during the event.

The shipping label must include the following information: Allianz MiCo Sud O, Go International, exhibitor name, stand number, Gate 12.

****Please note that for this option, on-site staff will be required to receive the goods.****

Important

The Organizing Secretariat is not responsible for damages, thefts, or incorrect deliveries before, during, or after the event.

2.2 Exhibitor Badge

Badges can be collected at the reception starting the afternoon of **September 16, 2025**.

Each exhibitor is entitled to 5 badges.

How to request them?

Fill out the Excel file you will receive from

espositori@go-international.it

with the required information.

Afterwards, you will receive the personal entry badges by email at the addresses provided in the Excel file. These badges must be shown throughout the entire event.

⚠ The deadline to submit the completed Excel file is August 31, 2025.
Please send it via email to: espositori@go-international.it



3.1 Stand Setup

Exhibition Area

Pre-built

From 4 sqm to 8 sqm

Includes: carpet, graphic panel in Forex (1x2m), 1 reception desk, 2 stools, 1 coat rack, 1 waste bin, 1 LED spotlight, 1 electrical line 3kW with multi-socket power strip.

From 9 sqm to 17 sqm

Includes: carpet, exhibitor name fascia panel, 1 reception desk, 1 stool, 1 table, 3 chairs, 1 coat rack, 1 cabinet, 1 waste bin, 3 LED spotlights, 1 electrical line 3kW with multi-socket power strip.

From 18 sqm and up

Includes: carpet, exhibitor name fascia panel, 2 reception desks, 2 stools, 2 tables, 6 chairs, 2 coat racks, 2 cabinets, 2 waste bins, 6 LED spotlights, 2 electrical lines 3kW with multi-socket power strips.

The setup for stands starting from 27 sqm is triple compared to what is included for the 9 sqm size.

Bare Area

The Bare Area allows full customization of the stand at the exhibitor's expense.

The exhibitor who chooses a raw space must contact Fiera Milano Congressi Customer Care to receive the regulations.

✉ **Submit the stand project by August 1 to:**
gointernational2025@fieramilanocongressi.it e
espositori@go-international.it

The project will be evaluated and approved by the MiCo Safety team.
The fair's technical regulations apply.

- 📏 **Aesthetic constraints:**
- Maximum height: 400 cm
 - For rear panels over 300 cm: white finish is mandatory

Exhibitors are responsible for complying with technical and safety regulations, which will be verified by the MiCo Safety team.

3.2 Stand Customization

The included customizations (**MANDATORY FOR PRE-BUILT STANDS**) must be selected by **Saturday, August 30, 2025**, in the “Included Customizations for Pre-built Stand” section within Exhibitor Services.

🔗 Access the Exhibitor Services at the following link <https://es.fieramilanocongressi.it/Home.aspx>

- Carpet color: choose your preferred color from the available options
- Name on fascia panel: enter the desired name (max 24 characters)

⚠ If no instructions are provided, gray carpet will be used by default, and the company name registered on the Exhibitor Services portal will be displayed on the fascia panel.

Extra Customizations (OPTIONAL – for a fee)

Through Exhibitor Services, you can purchase: wall graphics, logos for desks, and other decorative elements.

If you already have your own graphics to apply to the stand structure, it is **ESSENTIAL** to ensure that walls or any other surfaces where these will be applied are not damaged. All types of personal or external materials and graphics must be submitted for verification and approval by MiCo Customer Care at gointernational2025@fieramilanocongressi.it

For further information or requests, please contact: gointernational2025@fieramilanocongressi.it

4.1 Workshop: Useful Information

- Please arrive 15 minutes before the start at the assigned room.
- Workshop duration: 60 minutes
- Strictly respect the start and end times of your presentation.
- **BRING A USB DRIVE WITH YOUR SLIDES IN PDF AND POWERPOINT FORMATS.**

Submission of materials:

- Files must be in PDF and/or PowerPoint format
- Adapted to 16:9 screen format
- Send by **SEPTEMBER 10, 2025, 12:00 PM to the Aice Secretariat:** aice@unione.milano.it

⚠ Materials in formats other than those requested may not be projected.

⚠ Connecting external devices via HDMI cable or using alternative tools does not guarantee projection in case of technical issues.

Rooms will already be equipped with the necessary equipment and the files previously received and downloaded.


⚠ It is mandatory to bring a copy of the materials on a USB drive on the event day.

Attendee list:

You can view the list of workshop registrants through your Exhibitor Management System at:

<https://www.go-international.it/gestionale-espositori/>

4.2 Room Information

 Total rooms available: 4

50

Seats

50

Seats

70

Seats

150

Seats

Assignment:

The allocation of rooms will be decided by the organizers. It will be visible on the official fair website:

<https://www.go-international.it/>

Technical Features:

Equipment includes: sound system, Panasonic Solid Shine laser projector (7,200 lumens) – PT-RZ770, head table, 2 microphones, speaker tables, 1 podium with 1 microphone, central screen (5 x 2 m), 81MT, stage dimensions: 6 x 2 x h 0.20 m

Please upload your presentations in PDF or PowerPoint format (16:9) on a USB drive.

05. Media kit

From the Exhibitor Management System <https://www.go-international.it/gestionale-espositori/> you can download the **Media Kit** containing useful materials to create personalized promotional campaigns. Promote your participation at Go International® on social media channels by tagging the organizers:

@AICE Associazione Italiana Commercio Estero

@Trade Events Srl

@GoInternational®

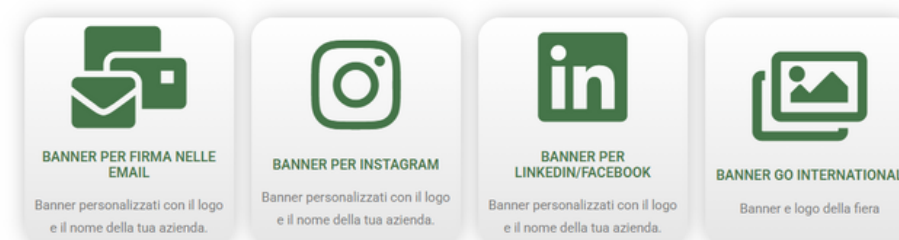
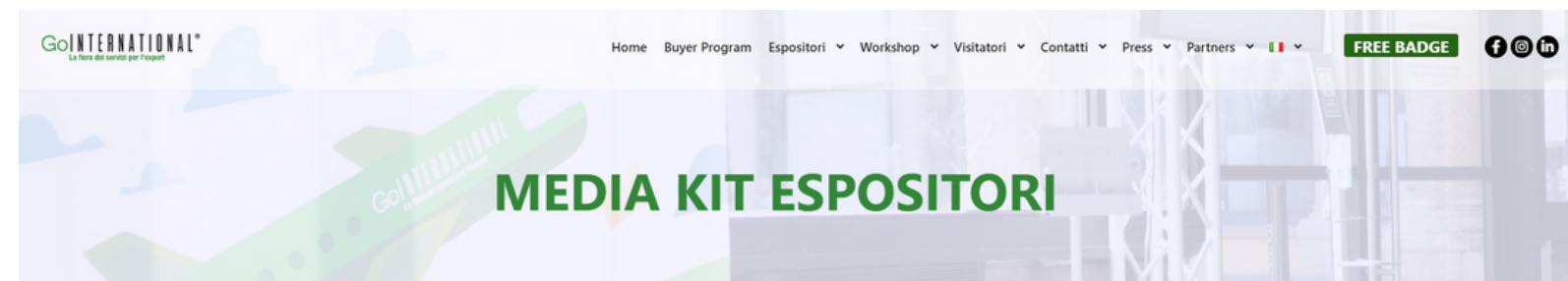
and using the hashtags:

#FaiDecollareIlTuoBusiness

#GoInternational®

Dedicated graphic materials are also available to promote your workshop via mailing lists and various activities across all social channels.

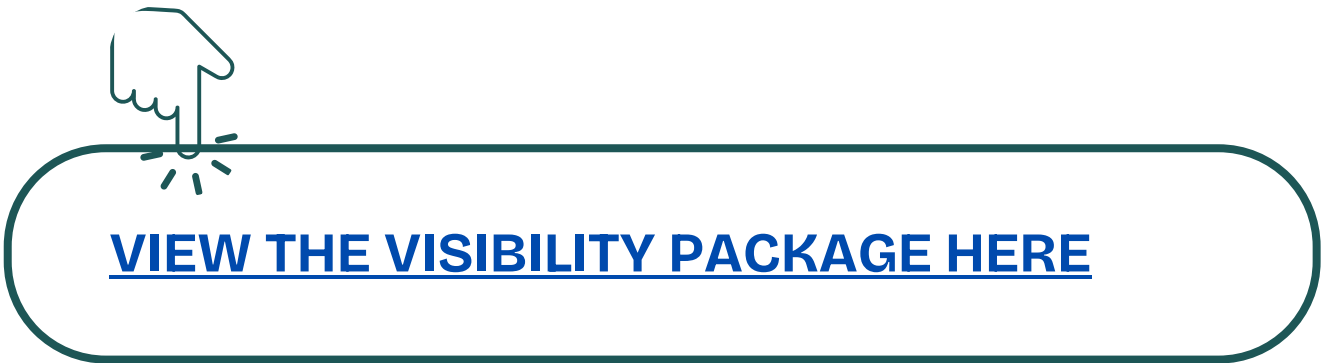
 Important: Every exhibitor is encouraged to actively promote their presence to increase visibility and engagement.



06. Visibility Package

It is possible to purchase visibility packages to promote your brand through services designed to maximize exposure both before the fair and during the event.

For information and purchases, please contact the Organizing Secretariat. espositori@go-international.it



SMART VISIBILITY PACKAGE

The Smart Visibility solution includes multiple sponsorship services to maximize visibility pre, post and during the fair:

- BRANDED RELAX AREA with the creation, printing and positioning of a roll-up
- ADVERTISING PAGE in colour in the official catalogue of the fair (see page 8)
- GRAPHICS ON THE ENTRANCE logo, stand number and website displayed at the entrance (see page 9)
- LOGO ON THE EXHIBITION MAP +3,000 copies distributed at the fair (see page 11)
- Dedicated SOCIAL CAMPAIGN
- LOGO in press campaigns

3.000€+ VAT



COLOR PAGE IN THE CATALOGUE

Colour promotional page printed in the official catalogue of the fair

800€+VAT (1 page)
1400€+VAT (2 pages)

LOGO ON THE FAIR ENTRANCE

Customized company graphics including logo + stand number + website displayed for the entire duration of the event on the external wall of the entrance to the fair gate.
Limited availability.

500€+VAT



RECALL EMAIL
With customized banners and company information.

Sending a recall email to registered visitors at the fair, with a banner, personalized text and the exhibitor's company information, containing an invitation to visit the stand and make an appointment.

SINGLE EMAIL: 950€+VAT
2 EMAIL PACKAGE: 1500€+VAT
3 EMAIL PACKAGE: 2300€+VAT
4 EMAIL PACKAGE: 2900€+VAT

WEB BANNER
Static and/or pop up banner on the official website of the event go-international.it

STATIC BANNER Dimensions: 1920x150px
Static banner with link pointing to your company website present on all pages of the official Go International website

3000€+IVA *Availability for one exhibitor only.*
1900€+IVA *Availability for one exhibitor only.*



LOGO WITH INDICATION OF THE STAND ON THE MAP

Company logo with arrow useful for identifying the stand printed on the exhibition plan, both in paper version and in the versions displayed on the information totems.

Limited availability.

1500€+VAT

BOOKMARK

Bookmark inserted in all the paper catalogues of the fair, personalized with the exhibitor's information.
Availability for one exhibitor only.

2000€+VAT



FLOOR STICKERS

Floor stickers that indicate the route to get to your company's stand.
Availability for one exhibitor only.

2500€+VAT



SELF-SUPPORTING PANEL

Promotional panel with customized graphics on both sides to be positioned, at the exhibitor's choice:

- at the entrance to the fair in the reception area
- in the relaxation area
- at the fair's refreshment point.

(dimensions 2.40x1m)

750€+VAT

CUSTOM HANGING PANELS

Panel with fully customized graphics on both sides and hung above your stand to indicate to visitors where you are.

(dimensions 1x3m/3x1m)

1500€+VAT



PANEL CUSTOM HANGING

Panel with fully customized graphics on both sides and hung inside the pavilion. (Dimensions: 5x4m)

2000€+VAT

CUSTOM BANNERS

Raised banner with fully customized graphics inside the exhibition pavilion.
(measures 2.50x16m)
Availability for five exhibitors only.

3000€+VAT



CUSTOM BANNER

Banner on raised balcony with fully customized graphics inside the exhibition pavilion.
(Dimensions 3x1.50m)
Availability for two exhibitors only.

800€+VAT



BANNER IN THE NEWSLETTER

Clickable banner placed at the top of the newsletter sent to a database of over 100,000 potential visitors.
Availability for one exhibitor only.

2500€+VAT

DEDICATED SOCIAL POST

Dedicated social post on the fair's official profiles (LinkedIn, Facebook and Instagram)

800€+VAT

07. Deadline Summary

Riepilogo deadline

BY JULY 31, 2025

Upload exhibitor information on the Exhibitor Management System

<https://www.go-international.it/gestionale-espositori/>

- Company profile
- Catalog description
- Workshop details

⚠ Inclusion in the printed fair materials is not guaranteed after this date

BY AUGUST 30, 2025

Customizations included in the pre-built stand

<https://es.fieramilanocongressi.it/Home.aspx>

- Carpet color
- Name on fascia panel (max 24 characters)

⚠ After this deadline, if not specified, gray carpet and the company name from the Exhibitor Services portal will be used.

BY AUGUST 1, 2025

Bare Area Stand – Project Submission

Submit the stand project by August 1, 2025

✉ Send via email to:

gointernational2025@fieramilanocongressi.it e
espositori@go-international.it

BY AUGUST 31, 2025

📎 Submit Excel file for exhibitor badge collection

✉ Send to: espositori@go-international.it

BY SEPTEMBER 2, 2025

Catering reservation

Make the request via Exhibitor Services

<https://es.fieramilanocongressi.it/Home.aspx>

✉ For custom requests: exhibitor.mico@compass-group.it

⚠ Bringing in food and drinks is allowed only after verification with Customer Care MiCo: gointernational2025@fieramilanocongressi.it

BY SEPTEMBER 10, 2025 – 12:00 PM

Send workshop materials

Format: PDF and/or PowerPoint

Screen format: 16:9

✉ Send to: aice@unione.milano.it

⚠ **EXTRA SERVICES (furnishings, graphics, equipment rental/purchase)**

[Check the Exhibitor Services portal for deadlines and availability:](#)

<https://es.fieramilanocongressi.it/Home.aspx>

08. Contacts

Contatti

Organizing Secretariat espositori@go-international.it +39 3883839995 / +39 3287447088

The Organizers:



Chiedi a ChatGPT



027750320

aice@unione.milano.it

www.aicebiz.com

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20121, Milano

+39 3883839995

+39 3287447088

espositori@go-international.it

info@go-international.it

www.tradeevents.it

Galleria San Babila 4 / C,
20122, Milano

CUSTOMER CARE MICO
for Exhibitor Services and Stand Setup

gointernational2025@fieramilanocongressi.it

0243426133