



# didacta italia

EDIZIONE  
ABRUZZO

21-23 OCTOBER 2026  
LANCIANO FIERA - LANCIANO (CH)

Exhibitors



The most important event on training and innovation in the school world.



# Didacta Italia arrives in **Abruzzo** from **October 21 to 23, 2026** at the **Lanciano Fiera Exhibition Center.**

## **The Didacta Italia spin-off returns to the South.**

The Abruzzo edition is organized by Firenze Fiera in collaboration with the Abruzzo Region and the Department of Education, and will be hosted at the Lanciano Fiera Exhibition Center, where training rooms and booths for companies from across the entire school education sector will be set up.

In addition to the exhibition area, a rich training program features events organized by Companies and by **Indire**, with a top-level scientific program supported by an Organizing Committee that includes, alongside the **Abruzzo Region** and **Firenze Fiera**, the **Ministry of Education and Merit**, **Indire**, the **Regional School Offices (USR)** of **Abruzzo**, **Marche**, **Molise** and **Puglia**, the **Higher Technical Institutes (ITS)** and **Abruzzo Universities** and **Didacta International**.



**Rooms** dedicated to training and the scientific program.



**Exhibition areas** dedicated to companies and to the latest news of the school sector.



**A place to meet and talk** about the present and future world of education.



**A meeting point for all the people involved in this sector** - schools, companies, institutions, associations, teachers, school managers, and school operators.

# Didacta Italia Abruzzo Edition was created to:

## TRAIN



Offer school staff a unique training and professional development opportunity to innovate schools in **Abruzzo and all neighboring southern regions**, in line with the needs of a modern and cutting-edge approach focused on skills development, with a close look at the realities of more peripheral territories and mountain areas.

Didacta Italia also represents an important opportunity to enhance **digital teaching methodologies**, including through **the use of AI**, with particular reference to the themes of **inclusion** and **sustainability**, for a cultural transformation that reinforces the role of schools and higher education institutions as agents of social change.

## INFORM



### Innovation that sets the standard

Didacta Italia is an opportunity to explore new professional roles, to build the future of school together in harmony with the most current European standards, aiming for a flexible and relational evolution of the educational system.

Promote a **new vision of school leadership** and stimulate a public administration in motion, oriented towards the improvement of educational services by illustrating best practices and virtuous models tested by institutions and sector operators working in synergy.

## Didacta Italia – Abruzzo Edition

### Who is it for?

**Didacta Italia - Abruzzo Edition is aimed at all levels of education and training:** nursery, kindergarten, primary, lower and upper secondary schools, vocational institutes, Higher Technical Institutes (ITS), universities, scientific research and vocational training institutes, as well as businesses and industry professionals.

**An event designed for school professionals,** to support the school of the future and the innovative training of teachers and school leaders in Southern Italy: starting with the **Abruzzo Region, the Regional School Offices (USR) of Abruzzo, Marche, Molise, and Puglia, the Higher Technical Institutes (ITS), Abruzzo Universities, the Ministry of Education and Merit, Indire, and Didacta International.**

# Didacta Italia - Figures



## NATIONAL EDITION FLORENCE 2026

 **700** Exhibitors

 **50,000m<sup>2</sup>** Exhibiting surface


 **9** Pavilions


 **3,081** Events

 **+25,000** Visitors

## SPIN-OFF EDITIONS TRENTINO EDITION 2025

 **287** Exhibitors

 **25,000m<sup>2</sup>** Exhibiting surface


 **5** Pavilions

 **+1,000** Events

 **+8,000** Visitors

## PUGLIA EDITION 2024

 **150** Exhibitors

 **18,300m<sup>2</sup>** Exhibiting surface


 **5** Pavilions


 **1,236** Events

 **11,000** Visitors

## SICILY EDITION 2023

 **175** Exhibitors

 **22,000m<sup>2</sup>** Exhibiting surface

 **4** Pavilions

 **535** Events

 **+9,000** Visitors

## The location

# LANCIANO FIERA EXHIBITION CENTER – LANCIANO (CH)

The **Lanciano Exhibition Center** is located in the province of Chieti, in the Iconicella area. The indoor exhibition area covers 12,000 sqm, while the outdoor area extends over 45,000 sqm.



## How to reach the fair

The Exhibition Center is easily accessible by car, train, bus, and plane. Located in the Iconicella area, just a few minutes from the Lanciano highway exit, it is well connected with the main cities of Abruzzo and Central-Southern Italy.



**From South** (Bari, Foggia): A14 Adriatica highway, Lanciano exit.

**From North** (Pescara, Ancona, Bologna): A14 Adriatica highway, Lanciano exit.



The nearest railway stations are:

**Lanciano** (about 3 km) — connected by local buses and taxis.

**Pescara Centrale** (about 50 km) — national High-Speed and regional connections, continuing towards Lanciano by bus or local trains.



Nearest airports:

**Abruzzo International Airport in Pescara (PSR)**: approx. 45–50 km.

**Rome Ciampino Airport (CIA)**: about 230 km.

**Rome Fiumicino Airport (FCO)**: about 260 km.

REACH THE FAIR

# Areas & Product Sectors



Food – Food  
Education – Haute  
Cuisine - Hospitality



Museum Education –  
School Tourism –  
Study Trips



Physical Education –  
Sports in School –  
Motor Disabilities



Innovation & Start-  
Ups



School Architecture



Specific Learning  
Disorders (SLD)



Training



Higher Technical  
Institutes &  
Professional Training



School Furniture



Industry & Press  
Publishing



Language Training



Music - Art - Theatre



Stationery Items &  
Accessories



Green &  
Environmental  
Education



Educational Games



Technology - Hardware  
Software - Industry 4.0  
- Automation –  
Robotics – Immersive  
Environments

# Participate in Didacta Abruzzo

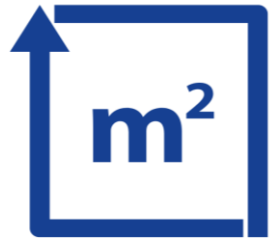
Discover our exhibiting proposals  
and how to join the Fair

# PARTICIPATE AT DIDACTA ABRUZZO 2026

Terms of participation for Didacta Italia – Abruzzo 2026 Edition

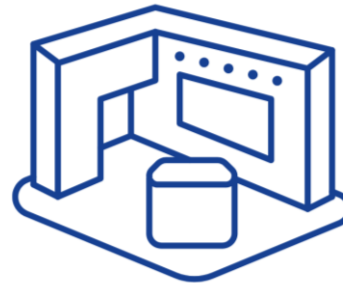
## *How to participate?*

### **STEP 1 - BOOKING**



1. Choose the size you want

### **STEP 2 – E-COMMERCE**



2. View the setup options, choose the best solution for your company, and confirm your registration



3. Customise your booth with additional elements



# RATES

## STANDARD RATE

Area up to 48sq m with set-up to choose from

1 open side	€/sq m 157
2 open sides	€/sq m 172

*\*Booth setup is not included in the space fee (please refer to the Exhibition Spaces brochure)*

**Bare area – set-up organised by the exhibitor or by Firenze Fiera\***

minimum 36sq m

Non-island bare area	€/sq m 172
Island bare area	€/sq m 190

*\*The Project is not included in the price of the bare area*

## FIDELITY RATE

Area up to 48sq m with set-up to be chosen

1 open side	€/sq m 142
2 open sides	€/sq m 157

*\*Booth setup is not included in the space fee (please refer to the Exhibition Spaces brochure)*

**Bare area - set-up organised by the exhibitor or by Firenze Fiera\***

minimum 36sq m

Non-island bare area	€/sq m 157
Island bare area	€/sq m 175

*\* The Project is not included in the price of the bare area*

## COMPULSORY SERVICES

<b>Registration Fee</b>	€300
Including insurance services	

<b>Booth Cleaning</b>	€/sq m 3
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**All prices shown are exclusive of VAT**

## Electricity Consumption

The required energy consumption adjustment flat rate is quoted based on the booth's square footage.

€85	€240	€365
Up to 48sq m	Between 48 and 100sq m	Over 100sq m



# PARTICIPATE IN DIDACTA ABRUZZO 2026

SUBMIT YOUR APPLICATION

**ARE YOU ALREADY AN EXHIBITOR AT  
DIDACTA ITALIA?**

<https://areariservata.firenzefiera.it/Login/en>

**WOULD YOU LIKE TO APPLY FOR THE  
FIRST TIME?**

<https://exhibitor.fieradidacta.it/en>

## ADDITIONAL SERVICES

View and choose all additional services within the **e-commerce** website. Discover the opportunities designed to maximise your presence at Didacta Italia.

### Customise your booth and choose the most suitable services for your participation



**Booth modules, furnishings, and customisation**  
Furnishings, customised graphics



**Events**  
Organise events at your booth or inside the rooms of Didacta Italia



**Services**  
Logistics and technology



**Marketing Services**  
Communication, photos, videos, and advertising spaces



**Co-Exhibitor**  
Mention on the catalogue of your brands/partners

Access the reserved area to customise your booth



# EVENTS PROGRAM

Organise your workshop at Didacta Italia.

It is possible to rent rooms of different capacities to organize your event at the trade fair (each time slot has a duration of 50 minutes).

## Organise your event at Didacta Italia

### EVENTS INSIDE ROOMS

It is possible to rent rooms of different capacities to organise your event at the fair (each slot lasts 50 minutes)



**40 PAX**

€200/50mins.



**60 PAX**

€400/50mins.

All rooms are equipped with audiovisual equipment (PC, video projector or monitor, microphone, amplification system)

### EVENTS AT BOOTHS

Organize events directly inside your booth.

#### Activation cost

€200

Access the reserved area, and from the E-commerce > Services sections, proceed to request event slots and/or activation of events at the booth

# Contacts

## FAIR PROJECT MANAGEMENT

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