

MIR
MULTIMEDIA
INTEGRATION
EXPO

SAVE THE DATE

12—14.04.26

RIMINI
EXPO CENTRE

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ITALIAN EXHIBITION GROUP
Providing the future

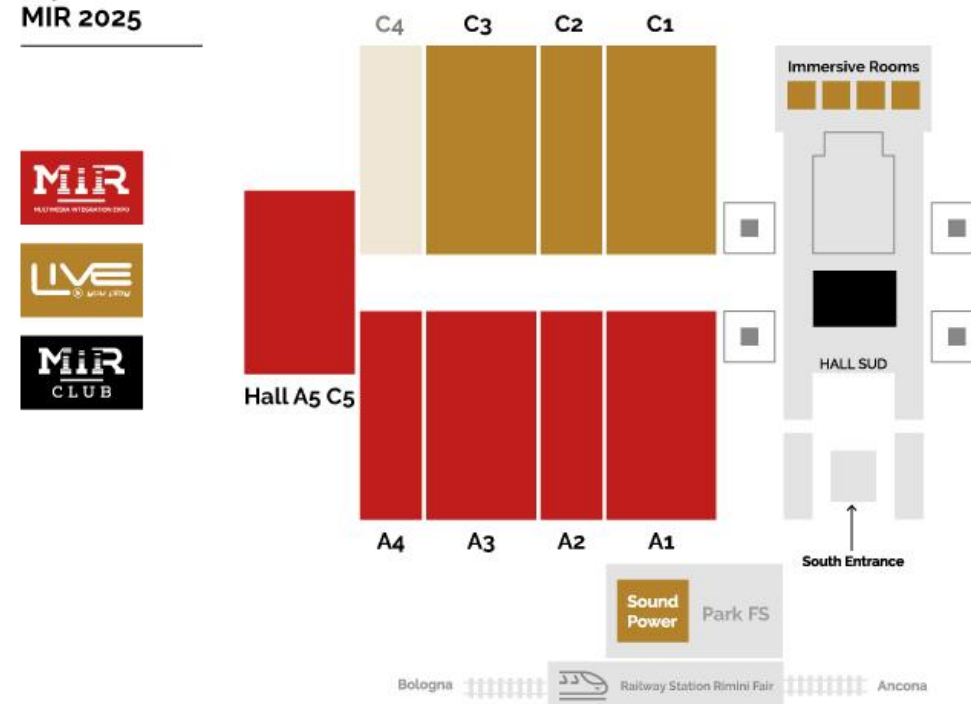


MIR – Multimedia Integration Expo

MIR è l'unica fiera in Italia dedicata alle **tecnologie audio, video, luci e controllo**, per gli eventi live e applicate agli ambiti corporate, education, retail, museale ed eventi. L'edizione 2025 si è svolta nel Quartiere Fieristico di Rimini dal 23 al 25 marzo.

*MIR is the unique Italian expo dedicated to **audio, video, lighting and control technologies** and **services** for corporate, education, retail, museums, hospitality and live events. The 2025 edition took place in Rimini Expo Centre from 23 to 25 of March.*

Layout
MIR 2025



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FACT&FIGURES 2025

3

GIORNI DI BUSINESS, EXPERIENCE ED EVENTI
DAYS OF BUSINESS, EXPERIENCE AND EVENTS

40.000

MQ DI SUPERFICIE OCCUPATA
SQM

+200

BRAND
BRANDS

8

PADIGLIONI
PAVILIONS

+30%

VISITE rispetto a MIR 2024
VISITS compared to MIR 2024

11.632

OPERATORI PROFILATI
QUALIFIED PROFESSIONALS

+40

EVENTI
EVENTS

3

SALE IMMERSIVE
IMMERSIVE ROOMS

42

SESSIONI DEMO
DEMO SESSIONS

5

PALCHI LIVE
LIVE STAGES

*dati MIR 2025
MIR 2025 data



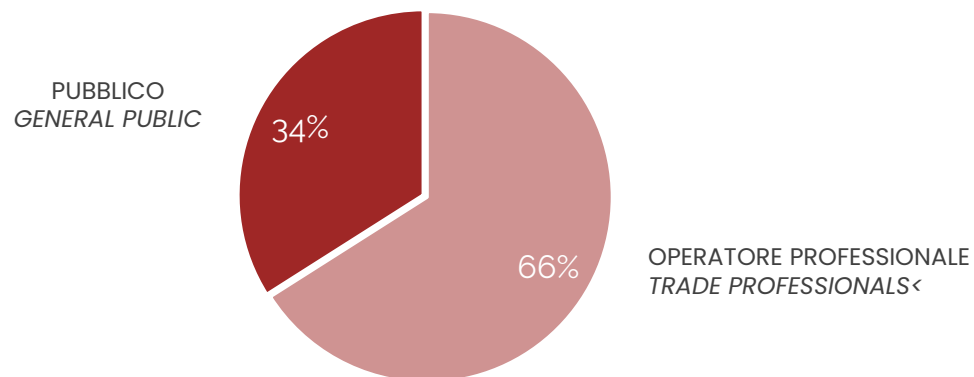
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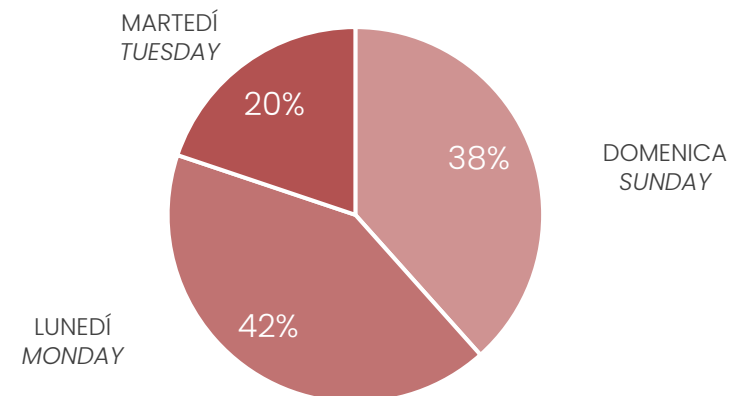
ANALISI VISITATORI

ATTENDEE ANALYSIS

TIPOLOGIA | AUDIANCE



VISITE PER GIORNATA | VISITS PER DAY



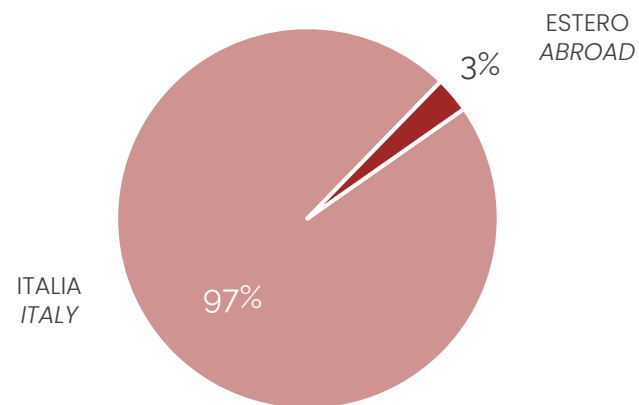
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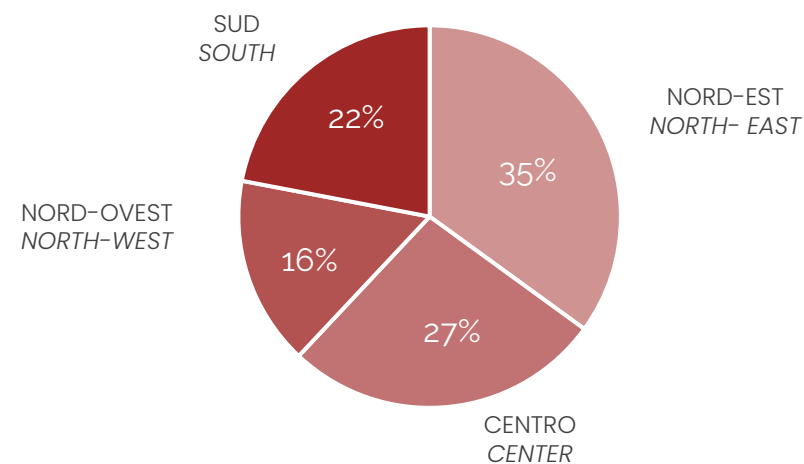
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ANALISI VISITATORI *ATTENDEE ANALYSIS*

PROVENIENZA | *WHERE THEY COME FROM*



FOCUS ITALIA | *FOCUS ON ITALY*



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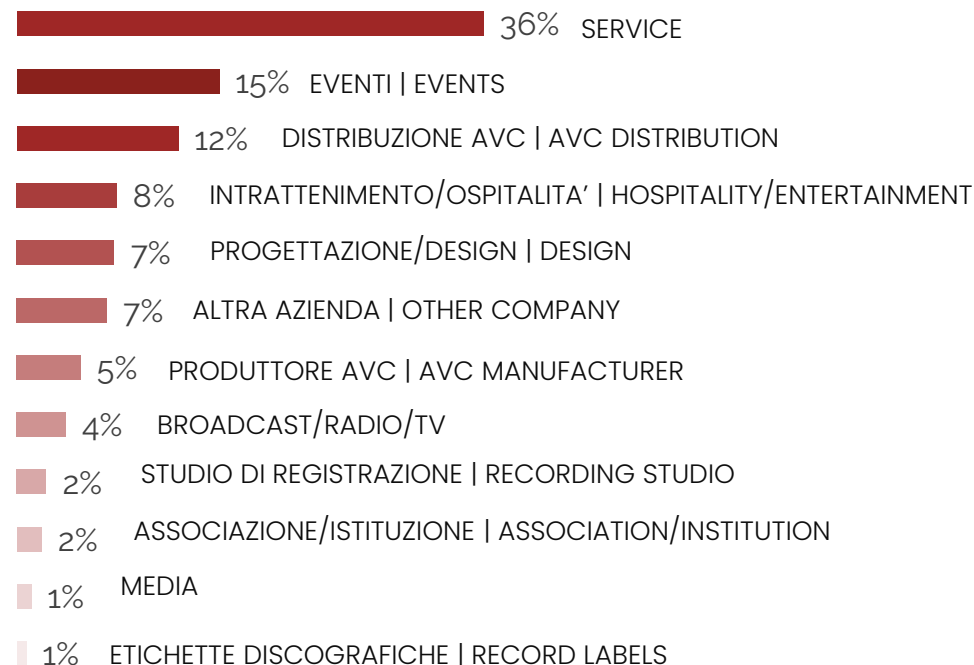
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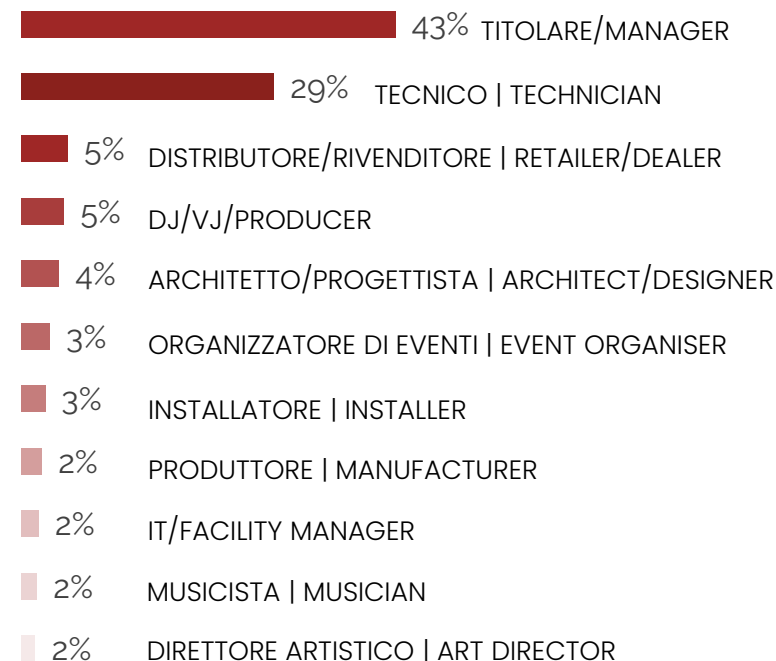
ANALISI VISITATORI

ATTENDEE ANALYSIS

FOCUS ON INDUSTRY



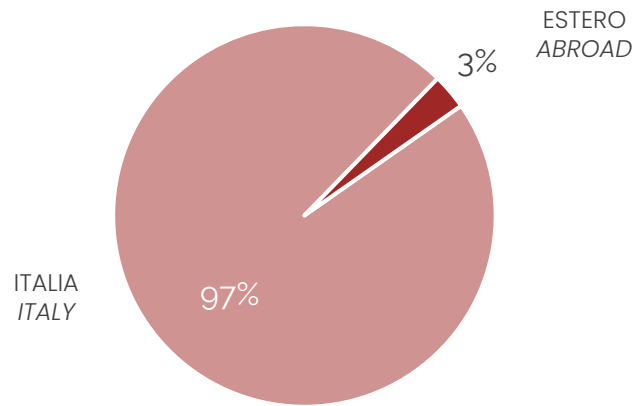
PROFILO PROFESSIONALE | *PROFESSIONAL PROFILES*



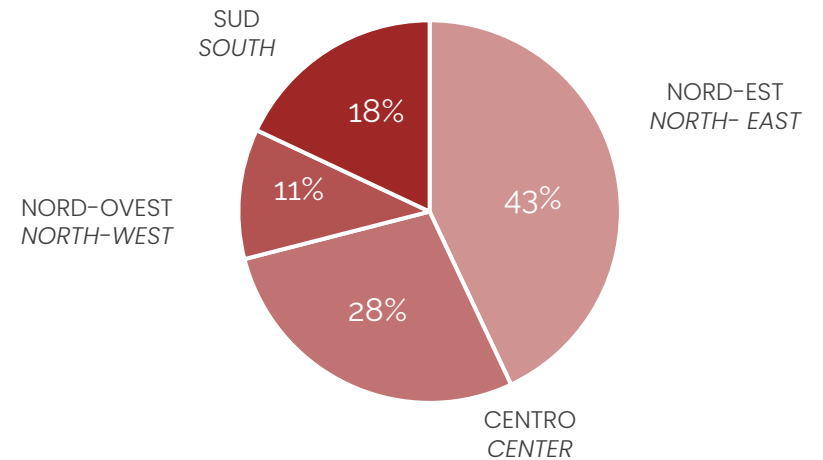
ANALISI VISITATORI B2C

B2C ATTENDEE ANALYSIS

PROVENIENZA | WHERE THEY COME FROM



FOCUS ITALIA | FOCUS ON ITALY



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ANALISI VISITATORI B2C

B2C ATTENDEE ANALYSIS

SETTORE ESPOSITIVO DI INTERESSE | SECTOR OF INTEREST

45% AUDIO, VIDEO, LUCI | AUDIO, VIDEO, LIGHTING

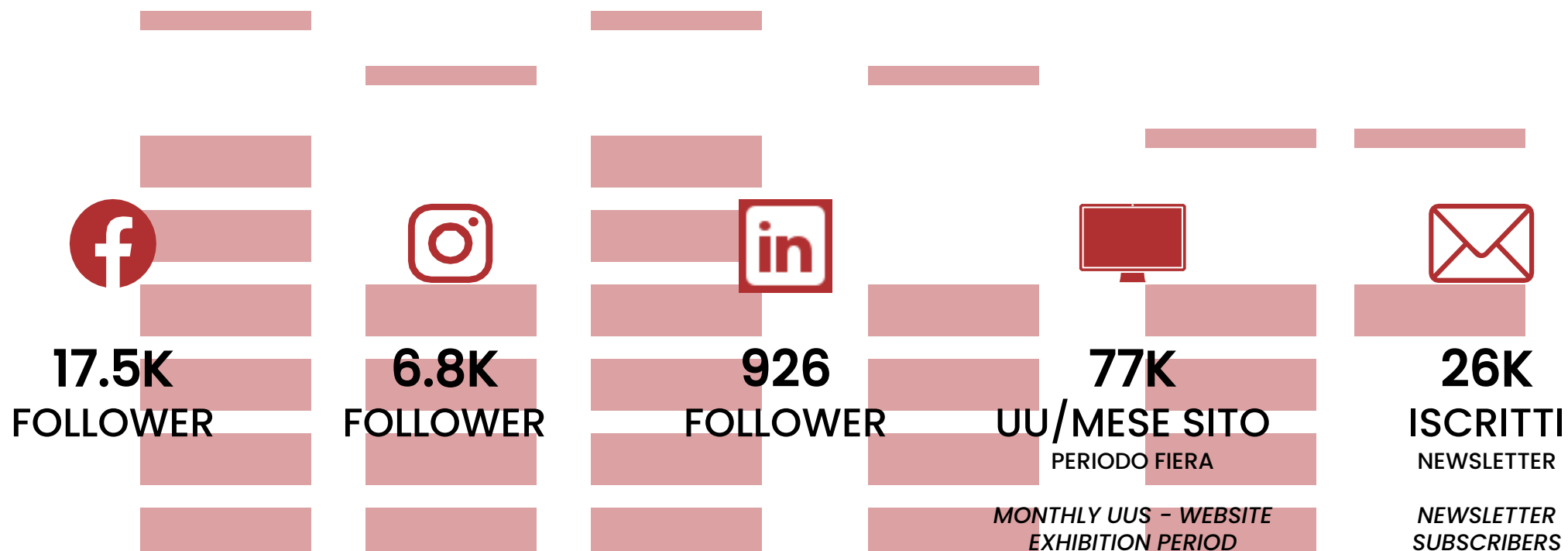
43% MUSICA/DJ | MUSIC/DJ

7% STRUMENTI MUSICALI | MUSICAL INSTRUMENTS

3% SISTEMI INTEGRATI | SYSTEM INTEGRATION

1% BROADCASTING

MEDIA NETWORK



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GRAZIE THANK YOU

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