

MARMO+MAC

SEPTEMBER 22/25 2026 VERONA ITALY

# COMMUNICATION GUIDE FOR EXHIBITORS



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**veronafiere**  
Trade shows & events since 1898

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# WHY IT IS IMPORTANT TO COMMUNICATE TOGETHER



# 2026 MARKS A HISTORIC MILESTONE: **THE 60TH EDITION OF MARMOMAC**

## **An anniversary that celebrates:**

- the international excellence of the stone industry;
- the capacity for innovation;
- the value of relationships built over time;
- the central role of exhibiting companies.

# SHARED COMMUNICATION BECOMES EVEN MORE IMPORTANT

50<sup>TH</sup>  
ANNIVERSARY

## Every piece of content published helps to strengthen:

- the company's visibility;
- the awareness of the exhibition;
- the event's attractiveness to buyers, architects, designers and the media



# COMMUNICATING TOGETHER CREATES VALUE

Coordinated communication between Marmomac and exhibitors strengthens mutual visibility, creates continuity **before, during and after the fair**, and amplifies content distribution across social media. An integrated strategy based on consistent content, the use of official hashtags and tags, and **active collaboration between companies and the exhibition** helps enhance products, people and projects, increasing community engagement and the international positioning of the event.

# HOW TO COMMUNICATE



# BEFORE, DURING AND AFTER THE FAIR

## BEFORE

Objective: to build anticipation and invite visitors, clients and partners.

### Recommended content:

- announcement of participation;
- product previews;
- behind-the-scenes and preparations;
- invitations to visit the stand;
- appointments and meetings.

## DURING

Objective: to showcase your live presence and promote your stand.

### Recommended content:

- photos and videos from the stand;
- interviews;
- product demonstrations;
- networking;
- events and special moments;
- real-time content.

## AFTER

Objective: to maintain the relationships built at the fair.

### Recommended content:

- recap;
- results;
- thank you messages;
- video content;
- commercial follow-ups;
- new connections made..

# THE IMPORTANCE OF **TAGS**

Tags and mentions are essential to **increase content visibility**. During the fair, tagging **Marmomac's official profiles** makes resharing easier and amplifies the reach of communication.

## **IT IS IMPORTANT TO ALWAYS TAG:**

- Marmomac official profiles;
- any involved partners;
- speakers, designers, architects or companies mentioned..



**#Marmomac**

**#Marmomac60**

**#Marmomac26**

**#Marmomac2026**

## **IMPORTANT!**

We invite all exhibiting companies **to share their social media channels** with their dedicated sales contact. This will allow the Marmomac team to follow exhibitors, highlight and reshare content, increasing mutual visibility and creating greater opportunities for collaboration during the event.



# INSTAGRAM

## BEFORE

### Recommended content:

- Participation announcement
- Countdown
- Product teasers
- Stand invitations
- Behind-the-scenes videos

## DURING

### Recommended content:

- Dynamic reels from the stand
- Real-time stories
- Short interviews
- Product showcase videos
- Directions to the stand

## AFTER

### Recommended content:

- Photo recap
- Highlights reel
- Thank-you post
- Case studies and networking highlights

## BEST PRACTICE

- Use vertical formats
- Always add geolocation tags
- Tag Marmomac
- Use official hashtags
- Prioritise short, dynamic videos
- Maintain a consistent posting frequency



## BEFORE

### Recommended content:

- Event creation
- Visitor invitations
- Stand information
- Corporate content

## DURING

### Recommended content:

- Daily galleries
- Live updates
- Interview videos
- Networking and meetings

## AFTER

### Recommended content:

- Event recap
- Final photo album
- Thank-you post
- Links to website/news content

## BEST PRACTICE

- Prefer clear, concise text
- Include a call to action
- Tag Marmomac

- Use professional images
- Encourage interaction and comments



## BEFORE

### Recommended content:

- Participation announcement
- Focus on innovation and new developments
- Meeting invitations
- Appointment schedule

## DURING

### Recommended content:

- Networking
- Partnerships
- Speeches and talks
- Institutional content
- Business focus

## AFTER

### Recommended content:

- Results achieved
- New connections
- Lead generation
- Case studies
- Commercial follow-up

## BEST PRACTICE

- Professional and authoritative tone
- Highlight expertise and know-how
- Engage management and teams
- Tag Marmomac and partners
- Include industry insights



## BEFORE

### Recommended content:

- Invitation video
- Presentation of new developments
- Teasers of collections/projects

## DURING

### Recommended content:

- Daily video recap
- Live interviews
- Technical insights
- Collaborations and partnerships

## AFTER

### Recommended content:

- Highlights video
- Final recap
- Testimonials
- Evergreen content

## BEST PRACTICE

- Pay attention to audio and lighting
- Use clear titles
- Include optimised descriptions
- Tag Marmomac and partners
- Share videos across other social media channels



# WEBSITE

Each exhibitor should create a dedicated landing page or section for their participation in the trade fair. This will help ensure visibility across search engines

## RECOMMENDED CONTENT

- Stand number
- Hall / pavilion
- New products showcased
- Team present at the fair
- Contact / appointment form
- News and press releases
- Links to social media
- Videos and galleries

## BEST PRACTICE

- Include clear calls to action
- Update the page before and during the fair
- Make the page easy to share
- Include official Marmomac references
- Optimise SEO and mobile experience

# NEWSLETTER

The newsletter is a strategic tool for inviting your network to visit your stand. Engage clients, prospects and partners.

## RECOMMENDED CONTENT

- Official invitation to the trade fair
- New products and launches
- Appointment schedule
- Focus on the 60th anniversary
- Link to the dedicated page
- Commercial contacts

## BEST PRACTICE

- Save the date + invitation codes
- Pre-event reminders
- Post-event recap

## PROMO CODE E INVITI

Remember: Marmomac provides exhibitors with **complimentary invitation codes**. A good best practice is to send these codes via newsletter.

A photograph of three large, vertical marble slabs standing in a gallery. The central slab is dark with intricate white veining. The slabs on either side are lighter, with more subtle patterns. In the background, two men in suits are visible, looking at the slabs. The scene is dimly lit, with spotlights on the ceiling.

# MARMOMAC 2026

## NEWS

# A NEW OPPORTUNITY TO ENHANCE YOUR PRESENCE AT THE TRADE FAIR

For the 60th anniversary edition, Marmomac is introducing a new service dedicated to exhibitors: support designed for those who want to communicate their company's participation effectively before, during and after the event. A practical service to increase visibility.

With the support of specialised professionals, it will be possible to activate **flexible communication plans**, tailored to different **investment levels and objectives**:

- Creation of social media posts before, during and after the trade fair (Instagram, Facebook, LinkedIn);
- Design of customised graphic templates for save-the-date communications and newsletters;
- Digital advertising campaigns (Meta, Google, LinkedIn).

**FOR FURTHER INFORMATION ABOUT THIS SERVICE, PLEASE CONTACT:**



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# FOR INFORMATION

For support, official materials, tags, hashtags, shared content and communication coordination:



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