



PROSTAND
exhibition solutions

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Purpose

Spreading Italian design through a global network

We develop ideas, we solve problems,
we anticipate questions

Dal 1996 offriamo soluzioni personalizzate e sistemi modulari. Operiamo come service provider, nel settore degli allestimenti in campo fieristico, congressuale, per eventi, manifestazioni, mostre e showroom.

La nostra attività si estende su tutto il territorio nazionale, nei principali quartieri fieristici europei e anche oltre oceano.



➤ We are a General Contractor and Service Provider

We offer a complete service for the organization of trade fairs and congresses. The acquisition of **Immaginazione Srl** has further enhanced our ability to respond to every need with expertise and flexibility. We offer turnkey solutions for every exhibitor.

➤ We are Italian and we are all over the world

Through **FB international** (a company with offices in New York and Las Vegas) and a network of international partners, we are able to provide

products and services to the same client across different markets, even with an ocean in between.

➤ We are Turnkey **Green** Heart

We take care of everything: the excellence of **sustainable exposure**.

➤ We are part of a stock exchange-listed group

Italian Exhibition Group Spa, the leading organiser of trade fair events and a company with shares listed on **Euronext Milan**.

➤ We are Prostand

And working with us means relying on a company that supports **Made in Italy** in a global network.

Time-honoured experience

Our history
chronicles our
evolution.

Stages in a growth that over the years
has seen us as leading players in the
organisation of trade fairs and congresses,
until we matured into our true vocation:
the complete production of events.

1984 1996 2018 2019

Colorcom Srl
is founded

Prostand Srl
is created

Italian Exhibition Group Spa,
Italy's leading trade fair operator for
directly organised events, acquires
FB International Inc.

Italian Exhibition Group Spa
is listed on Euronext Milan, a
regulated market organised and
managed by Borsa Italiana Spa.

Italian Exhibition Group Spa
acquired **Prostand Srl**

Prostand Srl acquires **Colorcom**

2020 2022 2023 2024 2025

RES, Soluzioni di Arredo
per il Contract by
Prostand, is founded.

**Osservatorio
Allestimenti** is
set up, the first
outlook of temporary
architecture for
business spaces.

Prostand Corporate Academy is
created to stay up-to-date through
continuous training.

Prostand joins **IFES**, the
International Federation of Services
for Trade Fairs and Events.

Prostand is the first company in the
industry to publish the **Life Cycle
Assessment**, conducted by the
University of Bologna.

**Quantifying CO₂
emissions**

Prostand Srl acquires
Immaginazione Srl

**M.O.RE The PROSTAND
sustainable approach
Measure. Offset. Reduce**

ISO Certification 14064-1:2018

We have fully neutralized the CO₂e
input in the year 2023 through **the
purchase of certified carbon
credits.**

Key figures

Our experience becomes, for the customer, a **guarantee of the highest competence**, specialisation in the sector and diversity of proposals.

41

millions in turnover

146

events set up*

3

continents*

➤ Prostand Numbers

>232.000

sqm set up

~1.185 tennis courts

4

branches

RIMINI (Torriana)
RIMINI (Fiera)
VICENZA
MILAN

72%

female presence

2.000

sqm of offices

80^{HC}

employees and direct
associates

6

plants

7.000

exhibition areas
set up in one year

32

cities*

27.300

sqm of manufacturing premises

➤ Immaginazione numbers



357

Events in 2024 in Italy, France, Spain, Germany

3.700

sqm of manufacturing premises



42

professionals

2

plants

9,1

millions in turnover



60

stable collaborations with
Professional Congress Organizer

When excellence meets versatility

Our experience in the **leading supply chains of Made in Italy** is available to our customers.



Food &
Beverage



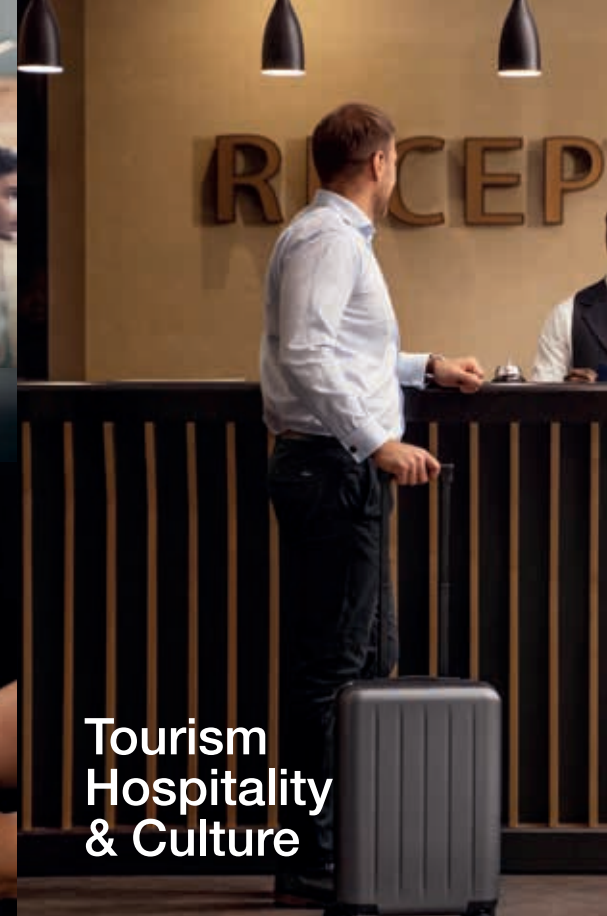
Pharmacy
& Medicine



Wellness & Beauty



Jewellery



Tourism
Hospitality
& Culture



Furnishing
& Decor



Automotive



Sustainability

Prostand around the world

Italian design, global network, green heart.

Our work has extended, for **30 years**, **into Europe and overseas**, to respond to the needs of our international customers.

With the acquisition of **Immaginazione** we have increased our ability to organize **conference events in Europe**.

Through the acquisition of **FB International** by Italian Exhibition Group, of which Prostand is a part, we operate in the USA.

We follow our cosmopolitan inclination by being part of **IFES: the International Federation of Exhibition and Event Services**.

Italian hubs

Arezzo
Bergamo
Bologna
Brescia
Carrara
Como
Ferrara
Florence
Genova
Milano
Misano
Parma
Pordenone

Riccione
Rimini
Rome
Verona
Vicenza



European hubs

Paris
Bilbao
Madrid
Geneva
Barcelona
Berlin
Düsseldorf
Hannover
Munich
Nuremberg
Stuttgart

United States hubs

Houston
Las Vegas
Washington

East and Middle East Hubs

Shanghai
Xiamen
Riyad



Lines of Business

The right
solution for
every space

Three **macro areas of specialisation** to offer individual customers, whether they be exhibitors, event organisers or public exercises, **bespoke solutions and modular systems**, guaranteeing a wide range of tailor-made designs and a variety of materials.



LE

Large Events

Set-up solutions for major events

We take care of **architectural installations**, the customisation of entire halls and the setting up of individual stands.

CS

Custom Solutions

Customised solutions dedicated to the individual exhibitor

We guarantee **quality, reliability**, visibility and unique design.

DF

Design & Furniture

Setting up and furnishing of both small and large spaces

The excellence of Made in Italy to create **unique and unforgettable spaces**.

Large Events

We offer ourselves as an all-round service provider in the trade fair, congress and event set-up sector, both nationally and internationally.

We follow every detail of the process from project management, to implementation, to post-event.

We listen to the customer's needs by providing expertise, professionalism and experience.



➤ Partnership

To ensure a consolidated business model serving event organisers

➤ Flexibility and appeal

To offer modular set-up solutions suitable for spaces of all shapes and sizes, with graphic customisation, up to semi-permanent architectural installations



➤ Turnkey project

To offer a complete service, optimally managed by a single contact person

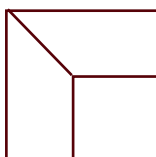
➤ Problem solving & idea creation

To guarantee a service network of professionals, technical designers, lighting designers, directors and specialised technicians

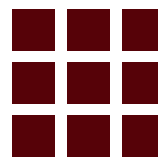
➤ Integrated supply chain

A complete network of specialised suppliers

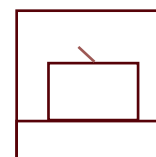
➤ Our solutions:



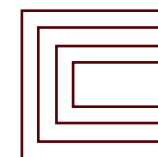
Modular stands



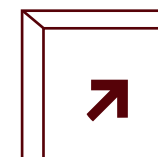
Collective areas



Congress halls



Arenas and stages



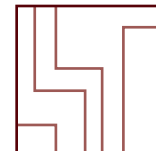
Exhibition areas



Hospitality



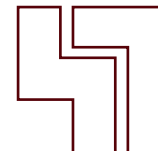
Audio, lighting and video services



Electrical systems



Graphics and customisation



Furnishings and accessories

immag'naz'one®

event solutions 

Design and build creative solutions for each event as if it were our own

Since 1986, Immaginazione has been synonymous with design, innovation and sartorial care.

Becoming part of the Prostand universe, it expands our expertise in the **management of congress, corporate and exhibition events in Italy and Europe**. A solid reality, recognised for expertise, precision, reliability and strong environmental commitment.



The logo consists of the letters 'S' and 'P' in a bold, dark red, sans-serif font, positioned side-by-side within a white square.A man with glasses and a woman are smiling and looking at a tablet together. The background is a blurred industrial or exhibition space.

➤ General contractor

Consulting, planning and coordination to the technical management of corporate events and national and international conferences

➤ Experience

Over 40 years of experience and in-depth knowledge of major exhibition hubs

➤ Maximum integration

Maximum integration with Prostand: a single point of contact, a single vision

service provider

The logo consists of the letters 'G' and 'S' in a bold, dark red, sans-serif font, positioned side-by-side within a white square.A large format printer is shown in operation, with a sheet of material being processed. The background is a blurred industrial or exhibition space.

➤ Visual Power

Design and layout of high-visual impact conference spaces

➤ Graphic services

Integrated graphic services, large format digital printing and customization, laser and plotter cutting, and digital Signage.

➤ Sustainability

High focus on sustainability (recyclable materials, GREENGUARD green printing)

ISO 9001:2015 – Quality management system

graphic support

Custom Solutions

Customised solutions dedicated to the individual exhibitor.

By listening carefully and taking care of every detail, we create an exhibition space that is all about the customer.

We build each customised stand from scratch thanks to a network of specialised craftspeople, guaranteeing the individual exhibitor: reliability, tailor-made solutions and quick responses.



➤ Tailor-made projects

Customised stands in line with the customer's needs and budget

➤ Single point of contact

To liaise with, freeing up time and energy to devote to business

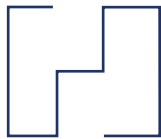
➤ Always at the customer's side

Even for last-minute requirements

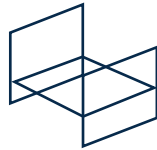
➤ Integrated supply chain

A complete network of specialised suppliers

➤ Our solutions:



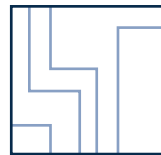
Custom stands



Hybrid stands



Audio, lighting and video services



Electrical systems



Graphics and customisation



Furnishings and accessories



Design & Furniture

Setting up and furnishing of both small and large spaces.

Design, functionality and quality come together to create a unique environment.

Thanks to a skilful mix of technology and **Made in Italy**, we design and renovate furniture.

RES[®]
Divisione Arredo Contract by Prostand



➤ Cutting-edge design

A team of designers and interior designers with different specialisations, ready to offer customised proposals for every industry sector

➤ In-house production

Production of any type of customised furnishing accessory, even in small quantities

➤ Single point of contact

To liaise with, freeing up time and energy to devote to business

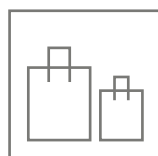
➤ Our solutions:



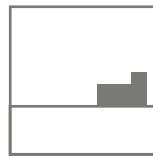
Showrooms



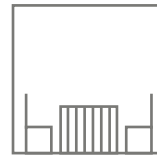
Hotels



Stores



Concept stores

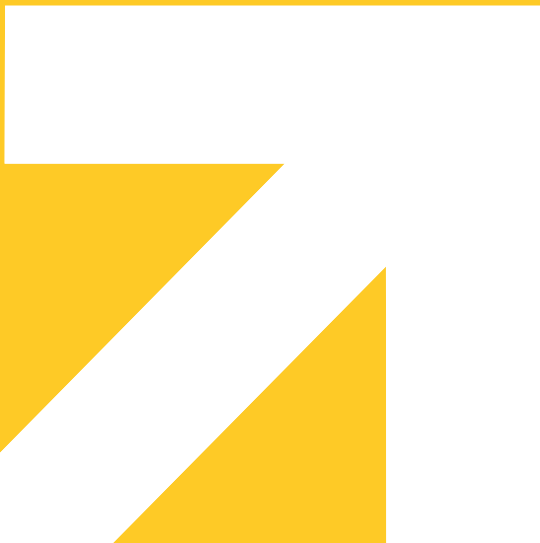


Restaurants and bars



All-inclusive service

An answer
to everything



We pay attention to every detail.
From creative and structural
planning, to integrated supply
chain, to implementation, to
post-event management, to
guarantee simple and safe
overall management.



**Project
management**



**In-house
production**



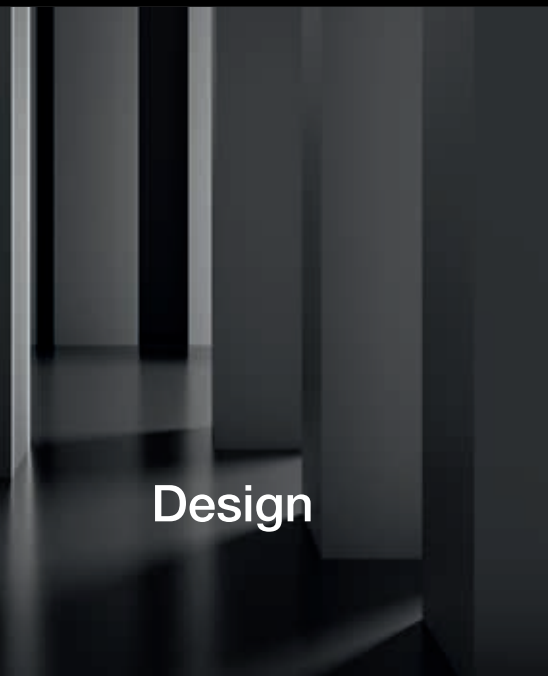
Electrical systems



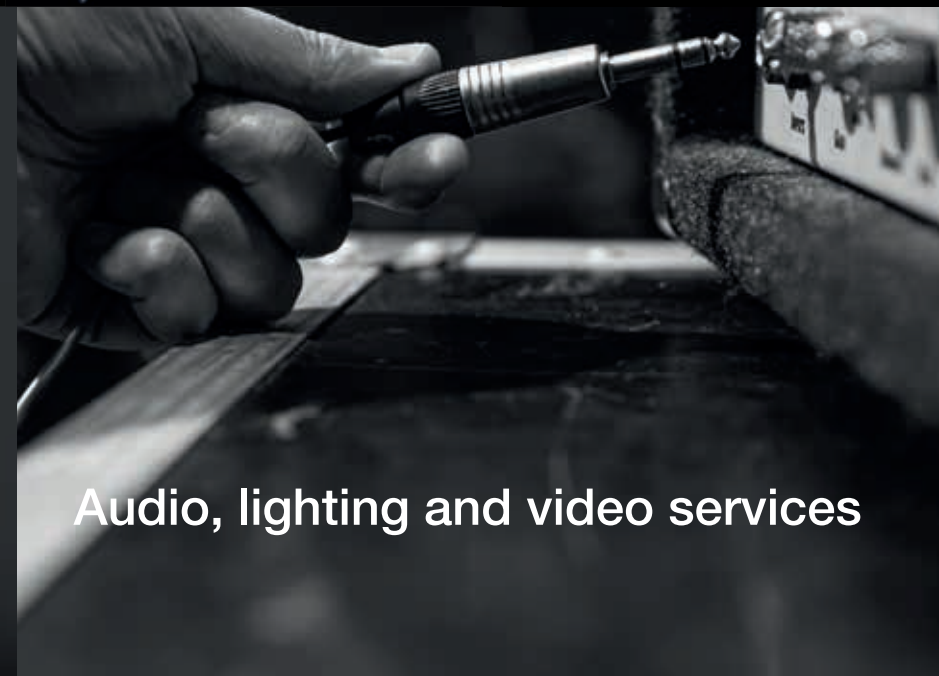
Graphics



**Installation and
assembly**



Design



Audio, lighting and video services



Logistic services

In-house production

31.500

sqm of manufacturing
premises



In-house graphics

- Advanced digital printing
- Large-format printing
- Printing on forex, wood, pvc, fabric, plexiglass
- GREENGUARD-certified eco-friendly printing



In-house carpentry

- Specialised personnel
- State-of-the-art machinery
- Optimisation for mass production.
- Unique pieces



Project management

- A single point of contact for the customer, who is both in-house and experienced.
- A coordinator for the entire supply chain at every stage of the project.
- Work timeline planning.



Design

- Dedicated designer.
- Feasibility study and verification.
- Customised solutions and drafting of proposals.
- Choice of materials, technologies and customisation.



Electrical systems

- Installation, maintenance and hiring of electrical systems.
- Data networks and wireless transmission systems.



Audio, lighting and video services

- Ongoing upgrading for innovative solutions.
- State-of-the-art technologies.
- Virtual and augmented reality, 3D videos.



Logistic services

- A single control centre in Italy and abroad.
- Management and handling.
- Vehicles for heavy transport.



Installation and assembly

- Manpower and specialised services.
- Installation and dismantling.

Environmental, Social, and Governance

Our ESG Strategy: commitment to
a sustainable and responsible present



Environmental

Prostand the business model



We have carved into our DNA a **limited environmental impact** inherent in its business model of using **reusable, recyclable** and **restorable** materials.

Bees are the symbol of our environmental protection. Bees that are necessary for life, bees that are extraordinarily organised, bees that are perfect constructors, bees that are transformers. This is why we, at Prostand, have embarked on a comprehensive sustainability path involving our entire integrated supply chain.

E

#savetheenvironment



➤ Regeneration and reuse of materials

Carpets are regenerated and reused as secondary raw materials (SRM) - by our

suppliers - until the end of their lifecycle, significantly reducing the amount of waste to be disposed of.

➤ Reduction of energy consumption:

State-of-the-art LED lamps.

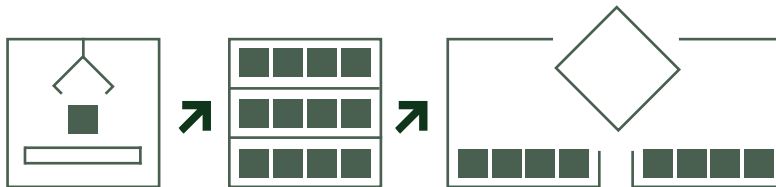
➤ Reduced environmental footprint:

Wood products and derivatives certified FSC® and PEFC™; 100% recycled and recyclable aluminium; “zero-emission”

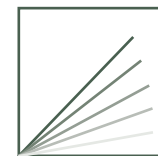
colored paints completely free of formaldehyde and solvents, with low resin content.

➤ Energy from photovoltaic Plant

➤ Production sites and storage adjacent to main markets served



➤ Reduction of CO₂ emissions:



modular and foldable furniture



volume reduced by 70%



reduced CO₂ emissions due to road transport

Prostand fully offsets its CO₂ emissions.

Prostand is the first company in its industry to have **completely offset its CO₂ emissions** through mitigation strategies and the purchase of certified carbon credits.

In the first stage, we quantified the CO₂ emissions of the entire organization, obtaining ISO 14064-1:2018 certification, and then offset them through carbon credits.



Verified Carbon
Standard



The compensation project meets the **REDD+** criteria (Reducing Emissions from Deforestation and Forest Degradation), an international mechanism recognised by the **United Nations**.

Through the purchase of carbon credits, we are helping to support the **Keo Seima in Cambodia**, which aims to:

- **Preserving** tropical forest heritage
- **Safeguarding** a habitat rich in biodiversity
- **Protecting** a territory for the Bunong indigenous communities

M.O.RE The Prostand sustainable approach



Measure

Offset

REduce

Only what is measured can be improved.
That is why we quantify our **neutralization** of
CO2eq emissions associated with the entire
organization.



MEASURE

We measure to be aware of our
carbon footprint.



OFFSET

We offset the emissions
generated through certified
carbon credits.



REDUCE

We reduce our emissions through the progressive
implementation of a mitigation plan.



Osservatorio Allestimenti

by Prostand

is the first outlook dedicated to **temporary architecture for the sustainable economy declined on business spaces.**

Our vision of corporate responsibility places emphasis not only on reducing the environmental impact of our activities, but also on the promotion of a culture of

sustainability through the outreach initiatives of the Osservatorio whose work includes **universities and international research institutes.** The Osservatorio focuses on trends in the sector through hybridisation with other sectors and all-round sustainability.





Prostand.
Company Profile

E.S.G. Environmental
page 33

Trends



Scientific Committee



In-person events



Reporting

Social

People first

Our values

Everything we do is possible thanks to every single person who takes part in the process.

We work together towards the same goal, standing firm in our values.



➤ Community

We contribute to the economic, social and cultural development of the community in which we operate, through the principles of legality, legitimacy, transparency, value of the individual, care and protection of the environment.

➤ Safety

Safety is one of the cornerstones governing the relationship between us and our supply chain, which includes workers and professionals, suppliers and stakeholders.

Their protection, the regularity of workers' pay and safety on construction sites are our top priorities. As is fairness in dealing with suppliers, partners and in public procurement.

➤ Inclusion

We support a corporate culture of inclusion, which values diversity, with particular attention and respect for ethnicity, religion, gender, disability and disadvantaged social situations.

➤ Our Eco-Solidarity projects:

➤ **Rebirth Together – Prostand's second life of materials.**

We donate wood materials and colored paints to support

- Friends of the Yellow Submarine Association
- Milleorti for Tourism at the Macanno House Green Area
- the Pope John XXIII community



Prostand Corporate Academy

Prostand Corporate Academy, has as its purpose the contribution to personal fulfilment through specialised training and work, particularly in the field of Temporary Architecture, enhancing every talent, increasing inclusion, promoting the well-being of workers, and developing

positive perceptions of self and one's work. They are intended for both internal and external personnel and also for people who want to enter or re-enter the world of work by choosing the path of specialised qualification.



➤ The Academy's courses

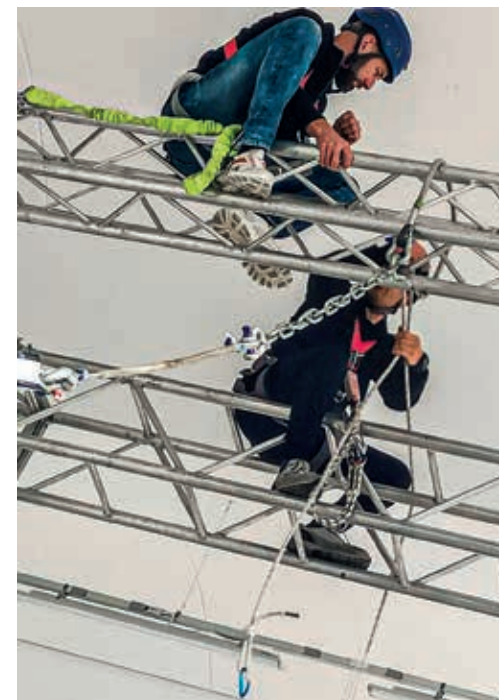
➤ **Wood furnishings production
technologist**
(Level EQF6)

➤ **Sound technician**
(Level EQF5).

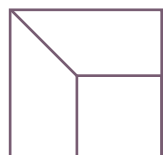
➤ **Rigger: overhead processing technician**
(Level EQF5)

➤ **Assembly and disassembly worker of
congressional fair provision facilities**
(Level EQF3)

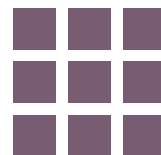
All courses are recognised in Italy in accordance with DGR 739/2013



➤ Who the Prostand Corporate Academy courses are aimed at



**Temporary
structure
assemblers**



**Warehouse
managers**



**Set-up design
technicians**



**Foremen and
site managers**



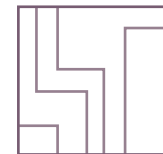
**Set-up
tradesmen**



**Numerical
control machine
technicians**



**Supply chain
technicians**



Electricians



**Graphic
designers**



Carpenters

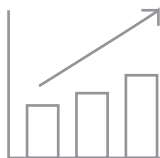


Governance

Prostand has started a harmonisation process with the parent company Italian Exhibition Group, a listed company, aimed at aligning internal procedures and processes to ensure a system of high standards.



➤ The processes



Quarterly reporting of financial accounting data



Statutory audit of financial statements



Structuring of a system of administrative controls ex L.262/05



Reporting of non-financial data in the area of sustainability-ESG



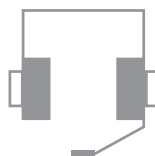
Adoption of the new ERP system SAP S/4HANA



Implementation of a Group Purchasing Procedure



Implementation of a system of internal controls with support from internal audit



Activation of a Whistleblowing procedure



Establishment of a 231 Organisational Model already activated by the parent company (in progress)



Events...

Food & Beverage

**W WINE
PARIS**

h host | Milano
INTERNATIONAL
HOSPITALITY EXHIBITION



SIGEP
THE DOLCE WORLD EXPO

**BEER &
FOOD**
ATTRACTION

SHAL
INSPIRE FOOD BUSINESS

vinitaly

GELATISSIMO

MACFRUT

Construction, Furnishing & Decor

bauma

CERSAIE
Bologna - Italy

Coverings®
THE GLOBAL TILE & STONE EXPERIENCE

STONE & SURFACE
SAUDI ARABIA المملكة العربية السعودية

KBIS

**MILANO
DESIGN
WEEK**

Salone
del Mobile.
Milano

**MAR
MO+
MAC**

Stone
XIAMEN FAIR

TECNA
How to make it

BATiMAT

BIG 5 Construct
Saudi

Stone+tec
Nuremberg Germany

AIA25 Conference
on Architecture
& Design

Wellness & Beauty

COSMOPRIME

COSMOPROF
WORLDWIDE BOLOGNA

RiminiWellness®

FIBO GLOBAL
FITNESS

Automotive



Pharmacy & Medicine



Jewellery



Sustainability



Tourism Hospitality & Culture





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[instagram.com/prostand_allestimenti/](https://www.instagram.com/prostand_allestimenti/)



[facebook.com/prostand.allestimenti](https://www.facebook.com/prostand.allestimenti)



[tiktok.com/@prostand.exhibiti](https://www.tiktok.com/@prostand.exhibiti)

