

**25TH INTERNATIONAL  
TRADE FAIR FOR  
WEDDING FAVORS, GIFT  
HOME, CHRISTMAS  
AND DESIGN**

# VEBO

**September  
25 to 28  
2026**

**MOSTRA  
D'OLTREMARE  
DI NAPOLI**



**Twenty-five Years of Inspiration and beyond**

    
[vebofiera.com](http://vebofiera.com)

**A Trade Fair**  
**looking to the Future**  
**through Tradition**  
**and Innovation**

# Vebo Fiera

The meeting point  
for **innovations**, **ideas** and  
**technologies** shaping  
the future of your **business**

# Vebo

is the only autumn-season event in Italy dedicated to the *latest trends* in the following sectors:

HOME & DESIGN

GIFTS

SILVERWARE

WEDDING FAVORS

CONFECTIONERY

ACCESSORIES

PACKAGING

LIGHTING

FASHION JEWELRY

PAPER PRODUCTS

CHRISTMAS

BALLOON ART

PARTY SUPPLIES

STATIONERY

GADGETS

# WHY EXHIBIT AT VEBO?

The driving force  
behind the event  
is its high **exhibition  
quality** and the  
**continuous improvement  
of the services offered**

## Expertise

A proven track record in delivering and **managing** successful international trade events

## Scale

7 exhibition halls with a total of **15,000 sqm** of net exhibition space, designed to maximize visibility and business opportunities

## Market Access

Direct access to a qualified, highly targeted **professional audience**, ensuring real market engagement and concrete business results

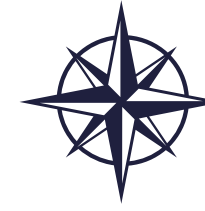
## Quality

Outstanding exhibition quality, achieved through continuous scouting activities to attract top-performing and **high-potential brands** across all product segments

## Insight

A strategic platform for networking, knowledge sharing and market insight: the ideal environment to analyze trends, explore future scenarios, and benefit from high-level **industry-focused training**

# MOSTRA D'OLTREMARE DI NAPOLI



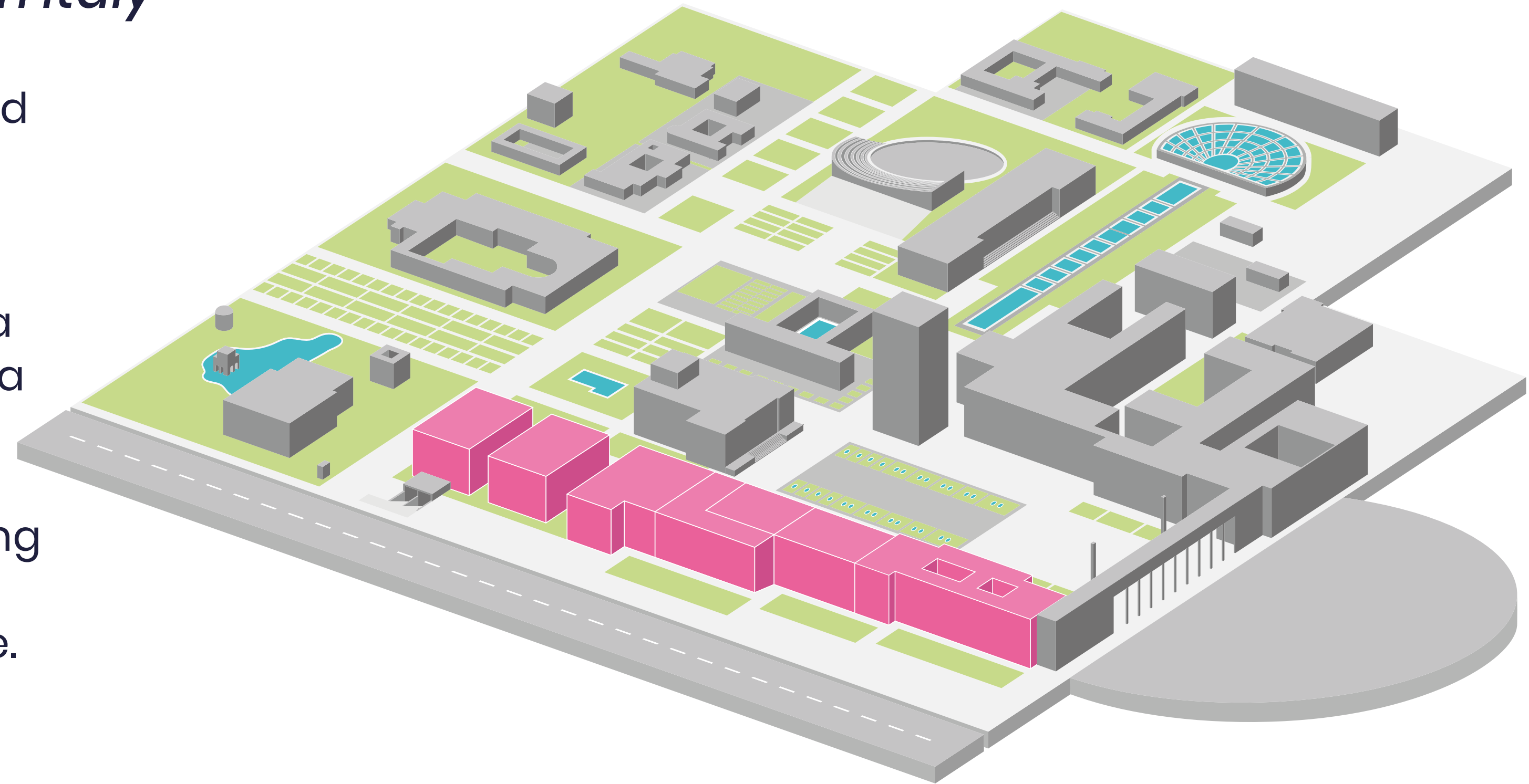
*One of the largest exhibition centers in Italy*

A prime, **centrally located** venue with fast and easy access by car, public transport, and air connections.

Strategically positioned next to the Maradona Stadium and just minutes from the Fuorigrotta exit of Naples' ring road.

Surrounded by a wide range of hotels, ensuring convenient accommodation options and excellent value for exhibitors and visitors alike.

In addition, the venue features a stunning **green area** rich in flora and fauna, creating a unique atmosphere that turns a business trip into a moment of genuine **relaxation**.



# VEBO IN NUMBERS

TWENTYFOURTH EDITION



EXHIBITORS



VISITORS



VATS

# REPORT

## VEBO2025



### Visitors VATs 2025

NORTH

745 VATs

CENTRAL

1.832 VATs

SOUTH

2.897 VATs

INTERNATIONAL

45 VATs

Total VATs

**5.519**

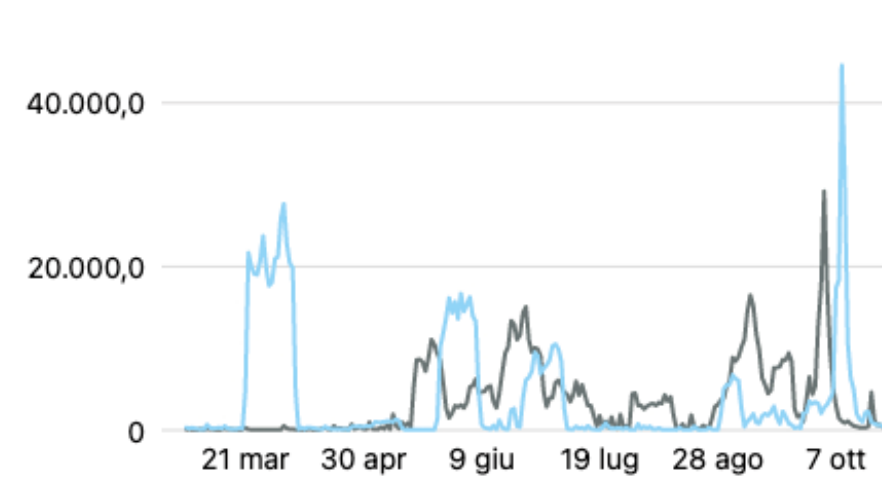
25 to the 28 September 2026

# SOCIAL MEDIA TRAFFIC 2025

## Copertura

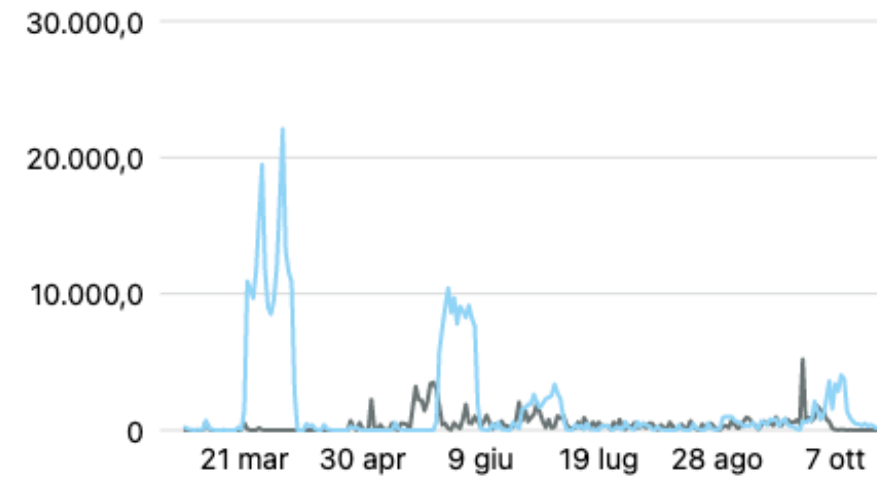
Copertura della Pagina Facebook ①

572.776 ↑ 22,6%



Copertura di Instagram ①

231.406 ↑ 457,3%



## Visite alla Pagina e al profilo

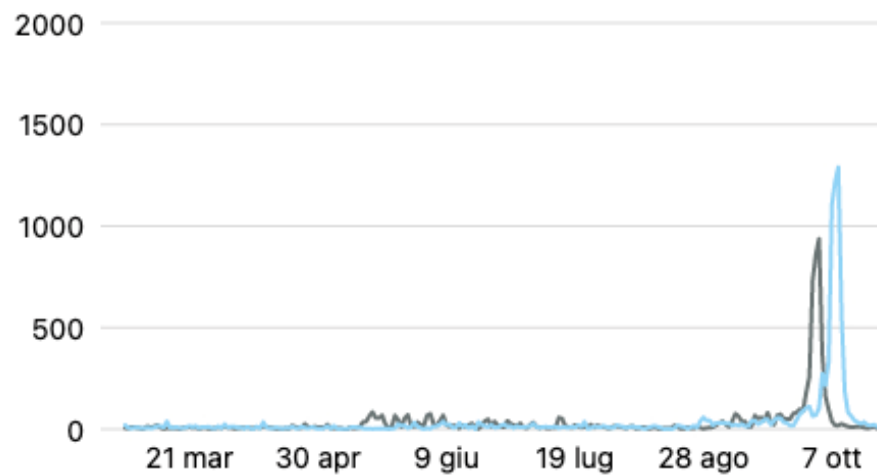
Visite alla Pagina Facebook ①

8827 ↑ 23,7%



Visite al profilo Instagram ①

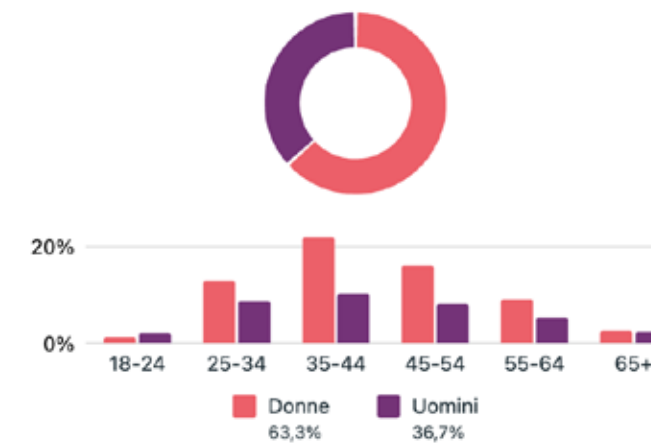
9022 ↑ 12,9%



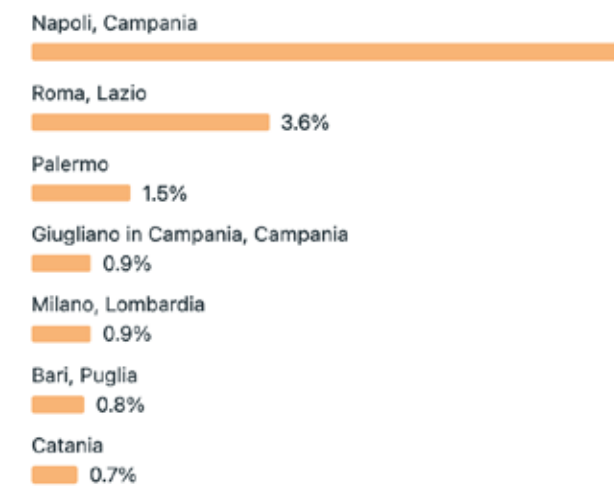
Follower della Pagina Facebook ①

12.514

Età e genere ①



Città principali



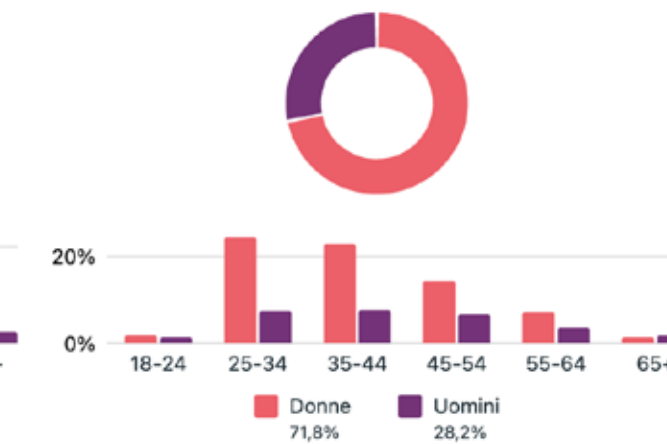
Paesi principali



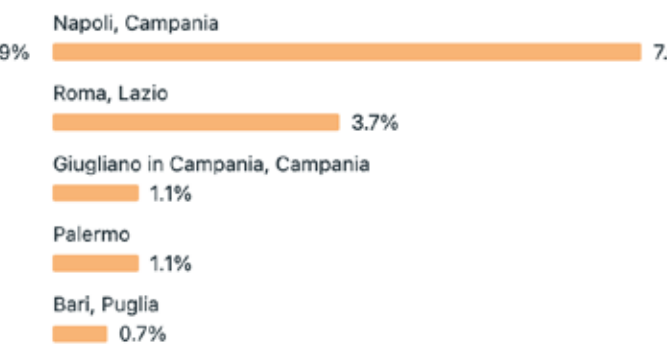
Follower di Instagram ①

4541

Età e genere ①



Città principali



Paesi principali



# VEBO INCENTIVES FUEL VOUCHERS

**from 30 EUROS**

for all visitors coming from **Lazio, Tuscany, Marche, Umbria, Abruzzo, Molise, Apulia, Basilicata, Calabria, Sicily, and Sardinia**

**from 50 EUROS**

for all visitors coming from **Emilia-Romagna, Liguria, Piedmont, Veneto, Lombardy, Friuli, Trentino and Valle D'Aosta**

VEBO

25  
YEARS

25 to the 28 September 2026



# VEBO INCENTIVES SCONTI VIAGGIO FOR FLIGHTS AND TRAINS

## 50% DISCOUNT OFF

the official fare on any route booked by **June 30, 2026**

## 25% DISCOUNT OFF

the official fare on any route booked by **September 11, 2026**

## 15% DISCOUNT OFF

the official fare on any route booked from **September 12 to 24, 2026**

VEBO

25  
YEARS



25 to the 28 September 2026

# VEBO INCENTIVES

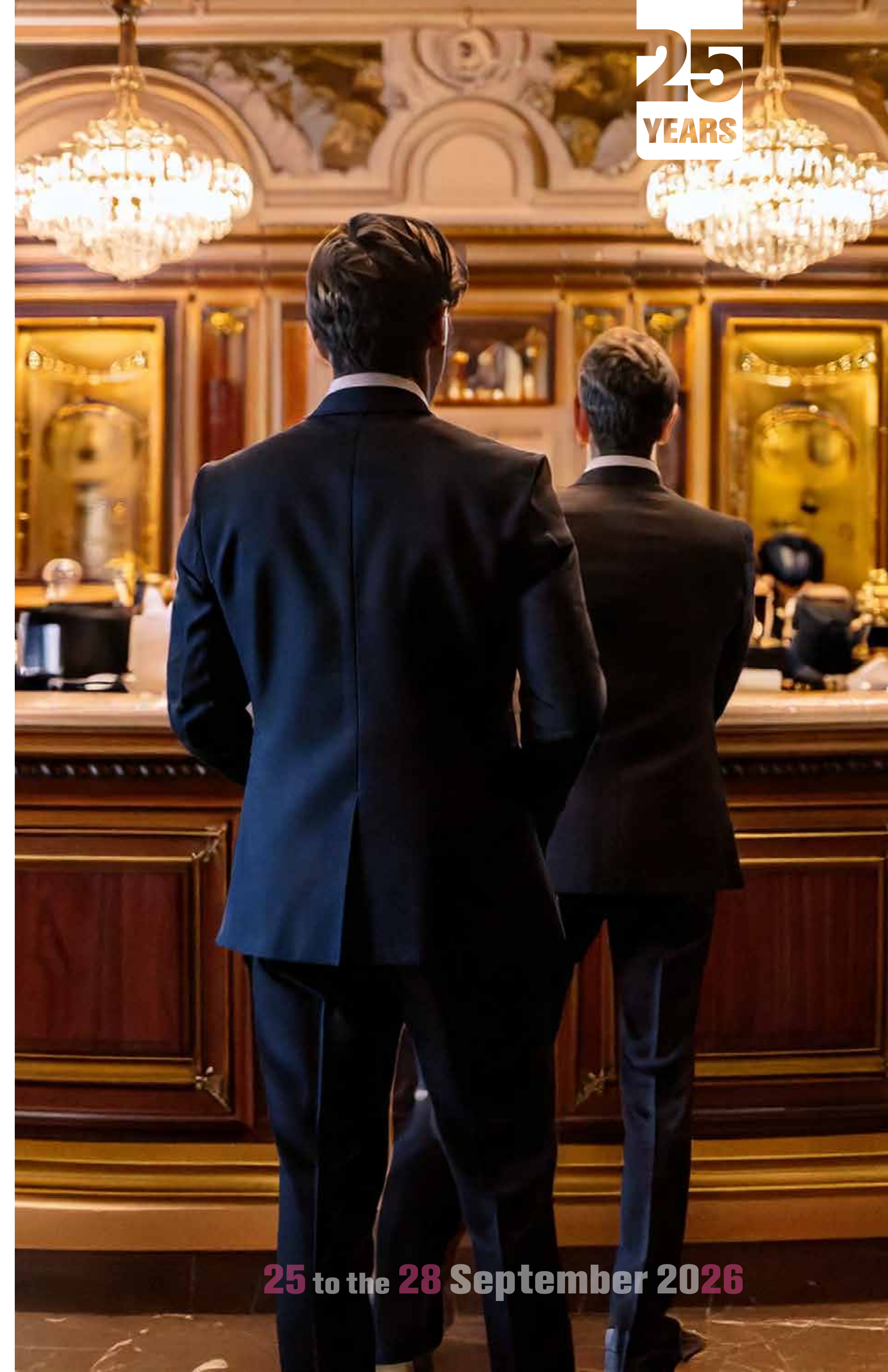
## INTERNATIONAL BUYERS

### PURCHASE VOUCHERS

**250 EUROS** to spend at the **Trade Fair**

VEBO

25  
YEARS



25 to the 28 September 2026

# VEBO FREE SHUTTLE

## FREE SHUTTLE

For **visitors** to and from the **Port, Airport** and **Railway Station**



25 to the 28 September 2025

# SOCIAL MEDIA VISIBILITY

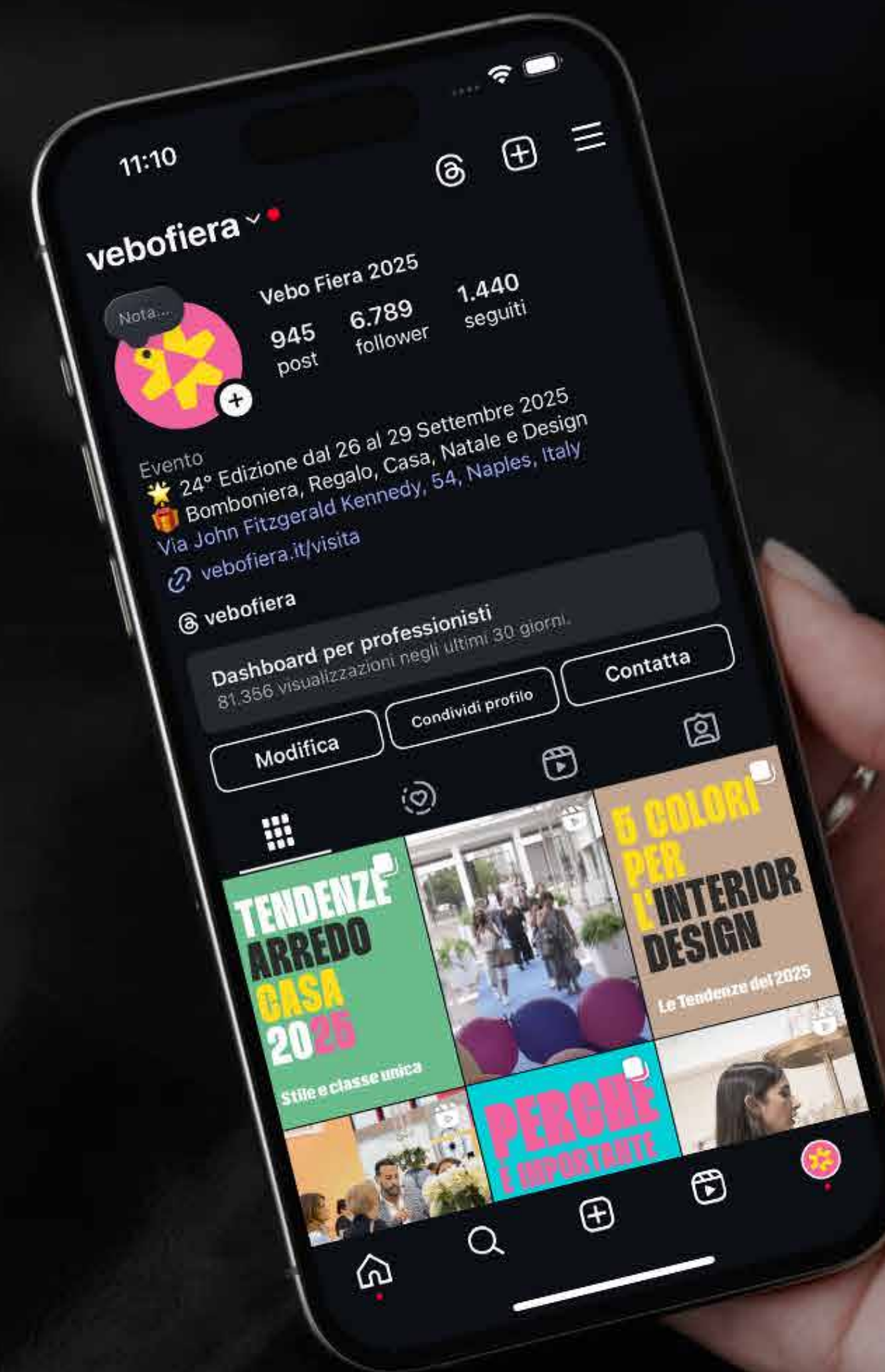
**+30% IN VIEWS**

thanks to our **social media management** across our social channels

Facebook  
Instagram  
TikTok  
Threads

VEBO

25  
YEARS



25 to the 28 September 2026

# SERVICES FOR VISITORS

**FREE ADMISSION** with invitation, reserved for industry professionals

**RECEPTION DESKS** in Halls 1 and 6 with hostess assistance

**WORKSHOPS** on packaging, marketing, sales strategies, web marketing and balloon art

**PARKING** available at Mostra d'Oltremare, with access from Viale Kennedy and Via Terracina

**FREE SHUTTLE** service from the Airport, Port and Railway Station

**PARTNER HOTELS** with special rates reserved for visitors

**FREE CLOAKROOM SERVICE**

**CHILDREN'S ENTERTAINMENT**

**ATM**

**FOOD & BEVERAGE AREAS**

**VE30**

**25**  
YEARS



**25** to the **28** September 2026

# ADVERTISING CAMPAIGN

## CAMPAIGN 2023

6-7-8-9 OTTOBRE 2023



22ª FIERA INTERNAZIONALE DELLA BOMBONIERA, CASA, REGALO E DESIGN

RISERVATO AI SOLI OPERATORI DEL SETTORE

STRA<sup>AGENCY</sup>  
vebofiera.com

MOSTRA D'OLTREMARE DI NAPOLI

## CAMPAIGN 2024



STRA<sup>AGENCY</sup>

La  
mossa  
giusta

27.28.29.30  
SETTEMBRE  
2024



23SIMA FIERA INTERNAZIONALE DELLA BOMBONIERA, CASA, REGALO E DESIGN.

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MOSTRA D'OLTREMARE DI NAPOLI

## CAMPAIGN 2025



24ESIMA FIERA INTERNAZIONALE DELLA BOMBONIERA, CASA REGALO, NATALE E DESIGN



STRA<sup>AGENCY</sup>

MOSTRA D'OLTREMARE DI NAPOLI

dal 26 al 29 Settembre 2025

Fiera riservata esclusivamente agli Operatori del Settore

vebofiera.com

## CAMPAIGN 2026



Mostra d'Oltremare di Napoli



dal 25 al 28 Settembre 2026

FIERA INTERNAZIONALE DELLA BOMBONIERA REGALO CASA NATALE & DESIGN

VENTICINQUESIMA EDIZIONE

25 Anni di Ispirazione e oltre

Fiera riservata esclusivamente agli Operatori del Settore

vebofiera.com