



1 - 3 March
Fieramilano Pavilions, Rho-Pero

MIDO 2014 LOOKS AHEAD

World's No.1 eyewear exhibition ready to go.
Ever more avant-garde, with high-caliber working partnerships and organized to be more of a business-friendly event.

Big exhibitor comebacks, noteworthy re-bookings and many new entries that bear witness to Mido's strategic role for major players and up-and-coming producers.

Focus on the two important results of Mido's cooperation with Marketing and Communication Master's degree students from Bocconi University: the *Bestand Award*, for the most eye-catching, original and communicative stand at the show and *Midounvolto*, a project that aims to engage the city of Milan, young people and the public in general.

Milan, 27 February 2014 – The waiting is over! The No.1 eyewear exhibition opens on Saturday, 1 March. Mido – International Optics, Optometry and Ophthalmology Exhibition – will be on stage at the Fieramilano pavilions in Rho-Pero thru to Monday 3 March.

DEBUTS AND CONFIRMATIONS

Each year Mido gives itself a makeover to offer trade people a tool that is more fine-tuned to their needs, more functional to their business and increasingly more focused on shifting market trends. This year, Mido's success is also measured through the response of its exhibiting companies. Companies that had not been exhibiting have returned and big players have confirmed their bookings, deciding to invest in Mido in a big way, either by increasing their space or providing for business only areas. Another excellent sign is the participation of many new exhibitors who have chosen Mido as the preferred venue to make themselves known to, and appreciated by buyers from across the world. Mido will have more than 1100 exhibitors from 49 countries, representing all 5 continents

«We are particularly proud of these figures which confirm the vitality of our exhibition », stated Cirillo Marcolin, President of Mido and Anfao. «Over the years Mido has succeeded in keeping itself up to date without losing sight of the importance of its networking value and on-the-field experience. Our goal is to continue to be a fundamental tool at the service of companies that compete globally. This is what we have focused our organizing efforts on this year and we appear to have been rewarded by the response of companies ».

A “FUNCTIONAL” EXHIBITION LAYOUT: EXPERIENCING THE EXHIBITION

A fundamental part of this renewal, and an increasingly more experiential and relational approach, is the partial reworking of the exhibition layout. This project begins in 2014 and will continue in the coming years. *«Mido should, on the one hand, enable companies to offer their products as effectively as possible and, on the other, give visitors a complete overview of industry production, in a quick and functional way »,* said Giovanni Vitaloni, Vice President of Mido and Anfao. As a result, it has been divided into different product areas that are distributed among the various pavilions. **Pavilion 9** is hosting **Mido Tech**, the world’s largest exhibition space of machinery, small pieces and components, and the **FAiR EAST Pavilion** which will also occupy all of **Pavilion 11**. This new name and pun on words has been used to describe the multi-faceted world of leading producers from Asia which are hosted in this area. **In Pavilions 13 and 15, Mido Fashion District** plays host to the top eyewear players from across the world. Inside this space: an interactive and “optically” surprising square, a conference area for professional updating - Otticlub – and the Press Village with trade magazines from all over the world. **Pavilion 22** is dedicated to **Lenses**, with a **new Design Technologies area** hosting suppliers of raw materials and small pieces especially developed for the production of innovative eyewear. **In Pavilion 24**, there is **Mido Design Lab** with the companies that are most focused on design and testing. This pavilion will be open on Sunday until 10 pm. *«The added value of our exhibition is necessarily all of this as well: an exhibition space that combines communication, image and function»,* stated Vitaloni. *«It is the only way that an exhibition can go from simply delivering a service to becoming an experience, and from being a product showcase to a stage».*

IDEAS&PROJECTS: TEAMING UP WITH BOCCONI UNIVERSITY

“New ideas come from looking at things, talking to people ”, Steve Jobs used to say. Mido wanted to take a look around and talk to people as well and chose two exceptional partners to do this: Bocconi University in Milan and KPMG which were enlisted to analyze Mido’s performance and advise on the direction to follow in order to maintain its leadership.

The concerted efforts of Mido and Bocconi University, two outstanding names and both based in Milan, also enlisted the students completing a Master's in Marketing and Communication degree who were invited to come up with some innovative ideas for Mido. Two of these proposals were accepted and implemented directly by the students under the supervision of Mido's staff: the «**BESTAND**» award and «**MIDOUNVOLTO**».

THE BESTAND AWARD: THE IMPORTANCE OF EMOTIONS AND EXPERIENCES

An exhibition is not just a place where products are showcased, and contacts and business deals are made. An exhibition is first and foremost an experience. Eyewear, machinery, small pieces, and lenses are the real show-stoppers of Mido, extremely high quality products that stem from each and every company's know-how. At exhibitions companies are also given the opportunity to use other elements to attract the attention of trade people, such as consumer experience, which in this case means using a visual and tactile approach. At the stand contents and container meld and interact with the public. This is where companies can take advantage of a precious opportunity to convey brand-related emotions and experiences to customers. This experiential marketing concept, applied in a strictly B2B context, led to the **Bestand project for the most eye-catching, original and communicative stand**. Visitors can vote for their best stand using the MidoApp and mobile site. The award will go to the most-voted stand. **The prize-giving ceremony will be on Sunday, 2 March at 6.00 pm in the Fashion District Pavilion**. The most-voted exhibitor will have an exceptional prize: the choice of his own exhibition space at Mido 2015.

MIDOUNVOLTO, ALL THE CITY WEARING EYEWEAR

Eyewear is for the general public, a fashion accessory to all effects and purposes, a must-have, and an object to be flaunted and loved by stars, bloggers and everyday people. The result is **Midounvolto**, a project that aims to engage the public, drawing its attention to the world of eyewear.

For the first time during the exhibition days, Mido will officially leave the boundaries of the exhibition complex and land in the very heart of the city. The first stop will be this afternoon: a surprise event to engage and astonish the people of Milan. The absolute star will be eyewear flaunted by beautiful models who will leave from Piazza della Scala, capturing the attention of passers-by and onlookers down Galleria Vittorio Emanuele to Piazza del Duomo where the paparazzi will be out in full force. The event comes after a communication campaign with teasers on social sites, local promotional activities and guerrilla marketing – bio floor advertising, i.e. biodegradable graffiti on the city sidewalks. **Midounvolto** also has a mega party planned for all young eyewear maniacs in an exclusive location in

the city, an event for all eyewear aficionados. The appointment is on Saturday evening at Superstudio's Artpoint in Via Tortona 27. Providing the entertainment are DJ Alex Farolfi, La Pina and Diego from Radio DeeJay and blogger Silvia Paoli with live twitting from the party. Dress code? Eyewear, of course! Registration at www.midounvolto.it

THE FULL RANGE OF SERVICES: A TRAIN TO MIDO AND «AD HOC» BOOKING

After last year's huge success, "A Train to Mido" is back again. This free transport service for opticians that leaves from Rome on Sunday, 2 March is already sold out after just a few weeks. The train will arrive at the Rho-Fiera station directly inside the exhibition complex and return the same day in the evening. What if you weren't able to book? Register online and you can get a discount on Trenitalia tickets. This year, online registrations can be printed out in PDF format (or saved on your smartphone) to avoid the queues and enter from the Fastlane entrances at Fieramilano.

TRAINING AND CONTINUING EDUCATION

Opticians will have a specially reserved, multi-functional space this year too – OttiClub – an area for all the vision trade with seminars, training sessions and courses on market developments and the latest news from the optical sector. Located this year at the entrance to Pavilion 15, OttiClub will be hosting plenary sessions followed by practical courses for opticians, optometrists, ophthalmologists and orthoptists or ophthalmology assistants. Given the international reach of Mido, some of the appointments will be in English.

DESIGN EYEWEAR TAKES OVER MILAN: OUT OF MIDO IS BACK

Technology, services, continuing education. This extends beyond the boundaries and opening dates of the exhibition, and comes to include the No.1 appointment with design: Milan's Furniture Week. It is when the city is "wrapped up" in design for one week each year and occupies spaces all around the urban area, not just one specially-reserved space, but several hubs. Out of Mido is returning to this fertile and creative breeding ground after its debut last year. Surrounded by this bubbly, stimulating atmosphere, when furniture enthusiasts, design experts and people who are just plain curious descend on the city, eyewear – that little big masterpiece of craftsmanship and design – carves out its space to win over the public. The news for 2014 is a different location: Showroom 31 inside Opificio 31 in Via Tortona, in the heart of the Fuorisalone district, where well-established designers and up-and-coming talents will be the real stars of the event. The

premises offer Out Of Mido much more room and a less exhibition-like feel than last year. So save the date – 10-13 April 2014. Another big piece of news is that Mido is working on a second Out of Mido for June 2014. Stay tuned!

«Another two days to go before Mido opens with a long list of new entries and creativity », President Marcolin ended, « proof that its success lies mainly in being able to understand which is the right direction to take in order to tap into the future. Mido is ready to take on this challenge with its main players, to become ever more unmissable as a business tool ».

www.mido.com

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