



MIR
MULTIMEDIA
INTEGRATION
EXPO

The Future of AudioVisual and Entertainment Technology

4—6.04.27

RIMINI
EXPO CENTRE

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ITALIAN EXHIBITION GROUP
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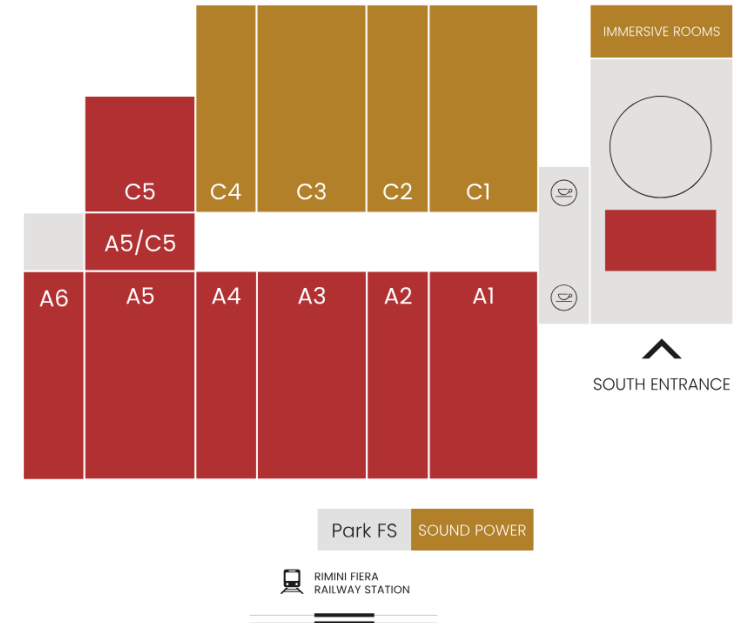
Focus Area



MIR – Multimedia Integration Expo

MIR è l'unica fiera in Italia dedicata alle **tecnologie e servizi audio, video, luci e controllo** applicate agli ambiti corporate, education, retail, museale, broadcast ed eventi live. L'edizione 2026 si è svolta nel Quartiere Fieristico di Rimini dal 12 al 14 aprile.

MIR is the unique Italian expo dedicated to **audio, video, lighting and control technologies and services** for corporate, education, retail, museums, broadcast and live events. The 2026 edition took place in Rimini Expo Centre from 12 to 14 of April.



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FACT&FIGURES 2026

3

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

50.000

MQ DI SUPERFICIE OCCUPATA
SQM

+250

BRAND
BRANDS

10

PADIGLIONI
HALLS

+15%

VISITE ESTERE rispetto a MIR 2025
INTERNATIONAL VISITS versus MIR 2025

11.660

VISITATORI PROFILATI
QUALIFIED VISITORS

+40

EVENTI
EVENTS

3

SALE IMMERSIVE
IMMERSIVE ROOMS

9

PALCHI LIVE
LIVE STAGES

*dati MIR 2026



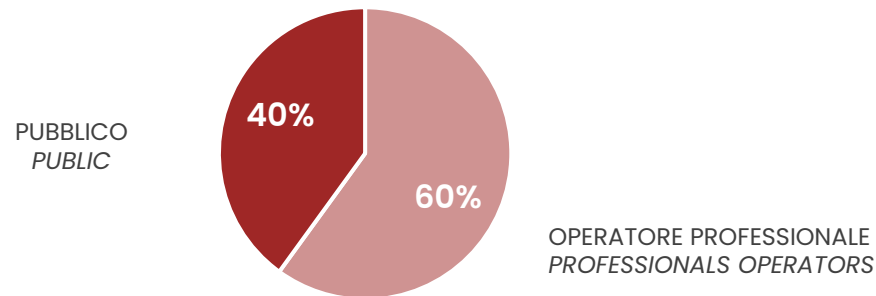
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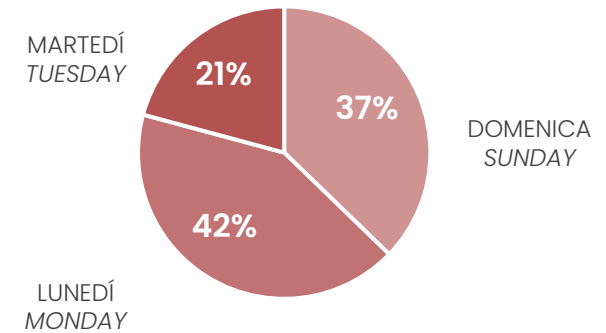
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ANALISI VISITATORI *VISITOR ANALYSIS*

TIPOLOGIA | AUDIENCE



VISITE PER GIORNATA | VISITS PER DAY



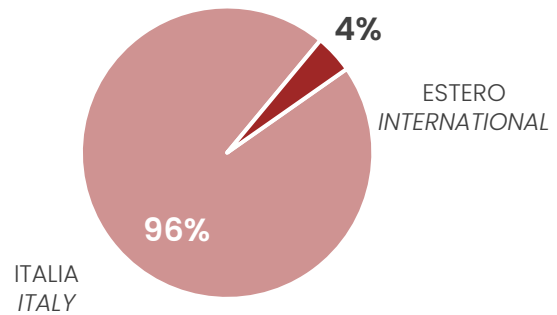
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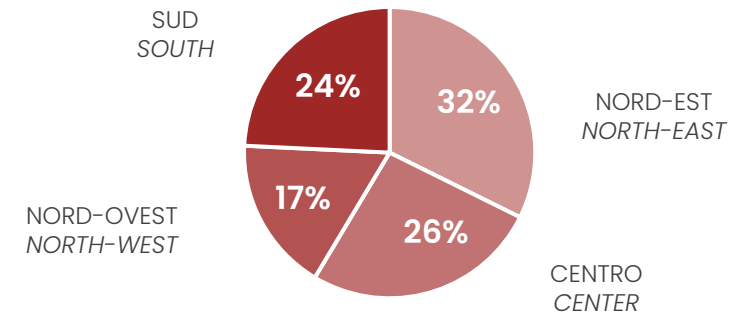
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ANALISI VISITATORI VISITOR ANALYSIS

PROVENIENZA | *ORIGIN*



FOCUS ITALIA | *FOCUS ON ITALY*



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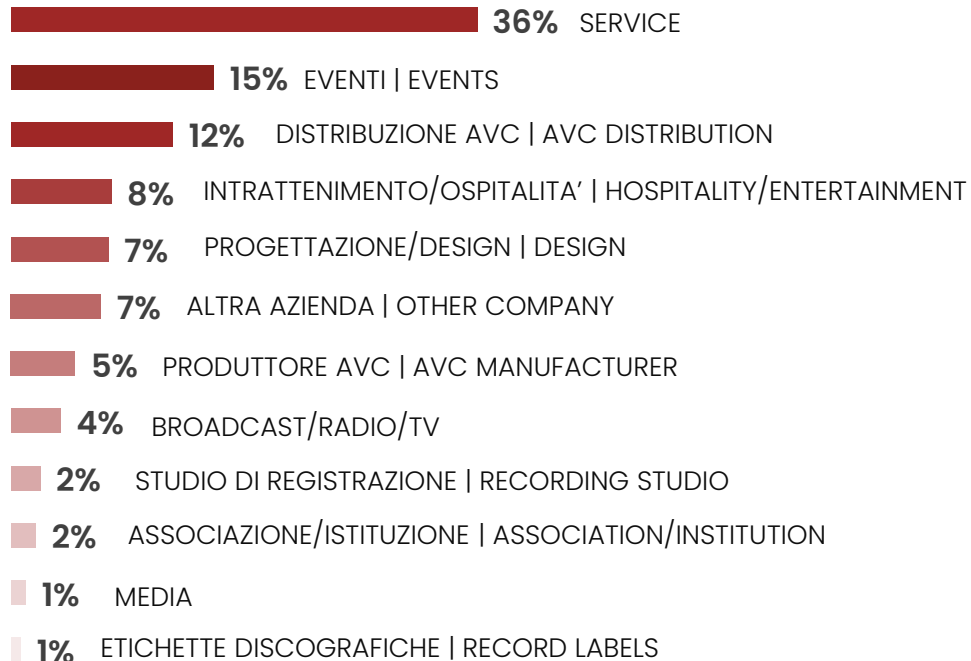
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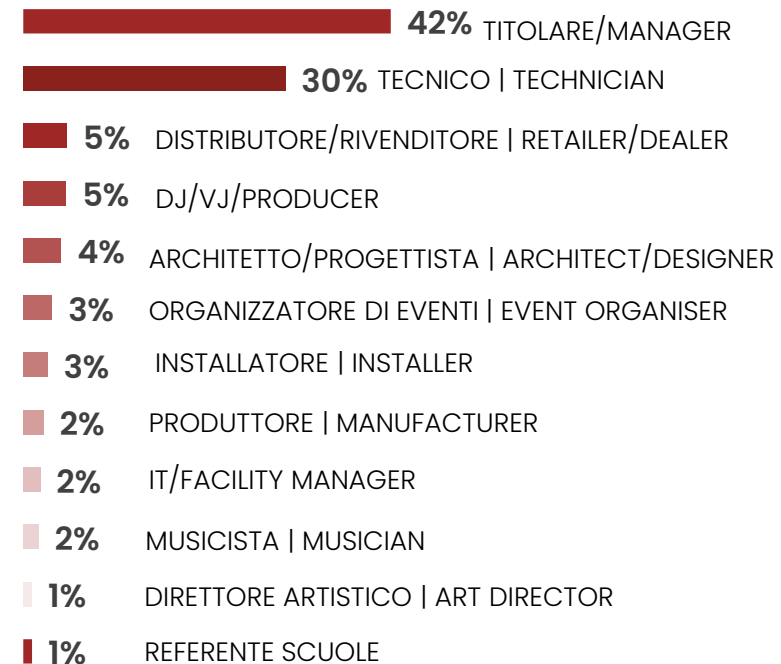
ANALISI VISITATORI

VISITOR ANALYSIS

FOCUS ON INDUSTRY



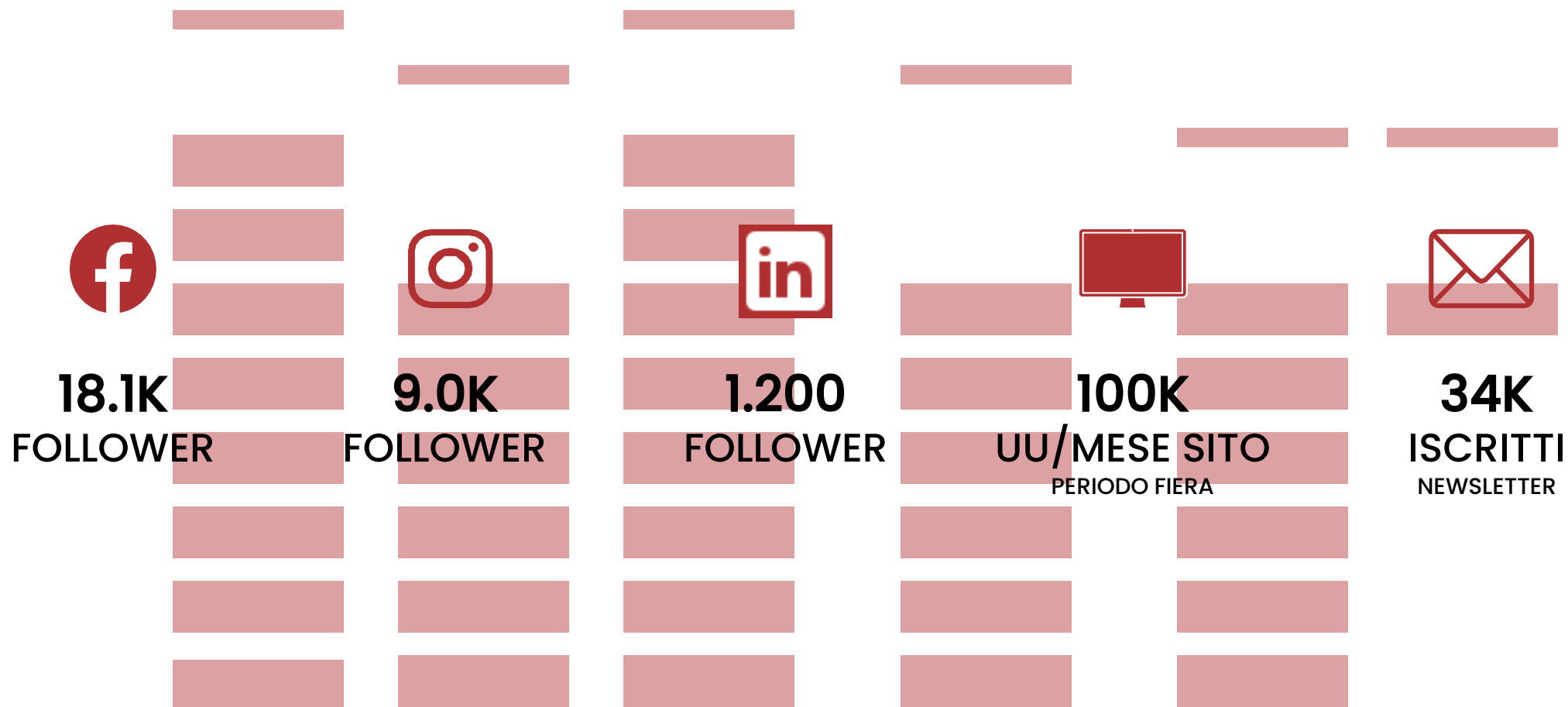
PROFILO PROFESSIONALE



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MEDIA NETWORK



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