



**MIR**  
**MULTIMEDIA**  
**INTEGRATION**  
**EXPO**

---

## The Future of AudioVisual and Entertainment Technology

---

**4—6.04.27**

**RIMINI**  
**EXPO CENTRE**

Organized by

**ITALIAN EXHIBITION GROUP**  
Providing the future

Focus Area



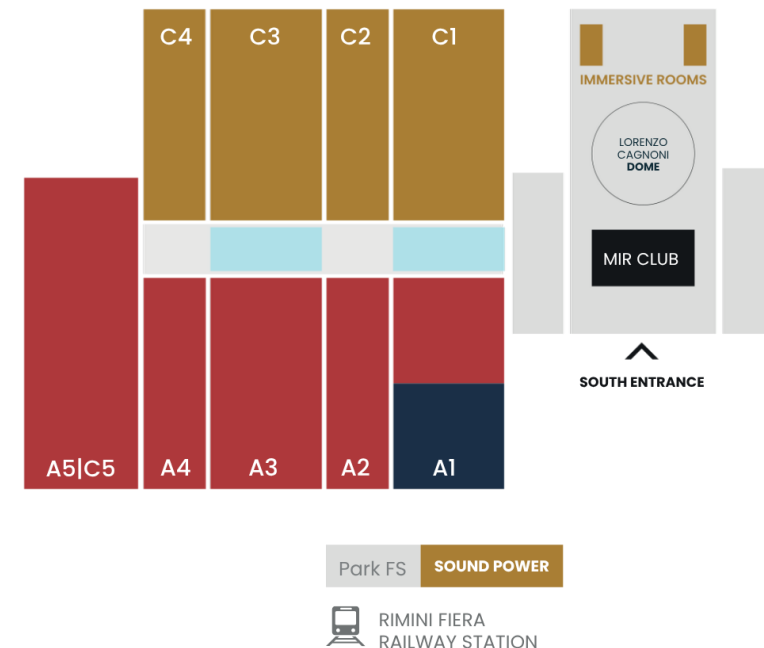
# MIR – Multimedia Integration Expo

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.

## LEGENDA

- MIR
- AV CONNECT
- LIVE YOU PLAY
- MIR CLUB



**MIR**  
**MULTIMEDIA**  
**INTEGRATION**  
**EXPO**

Organized by  
**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future

# 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



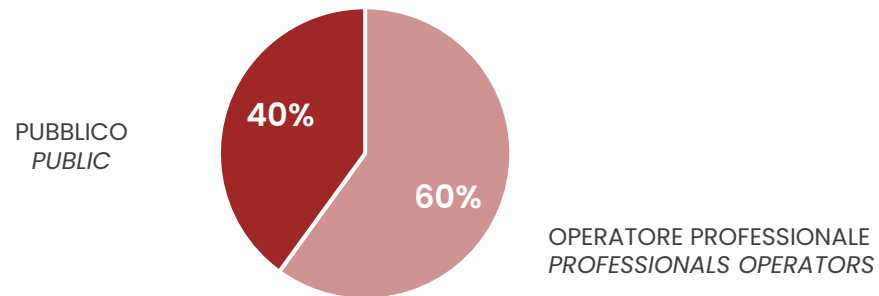
**MIR**  
MULTIMEDIA  
INTEGRATION  
EXPO

Organized by

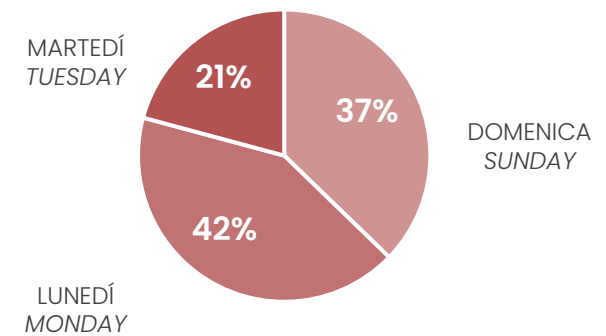
**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future

# ANALISI VISITATORI VISITOR ANALYSIS

## TIPOLOGIA | AUDIENCE



## VISITE PER GIORNATA | VISITS PER DAY



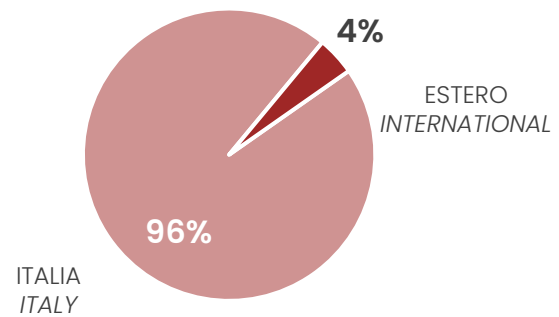
**MIR**  
MULTIMEDIA  
INTEGRATION  
EXPO

Organized by

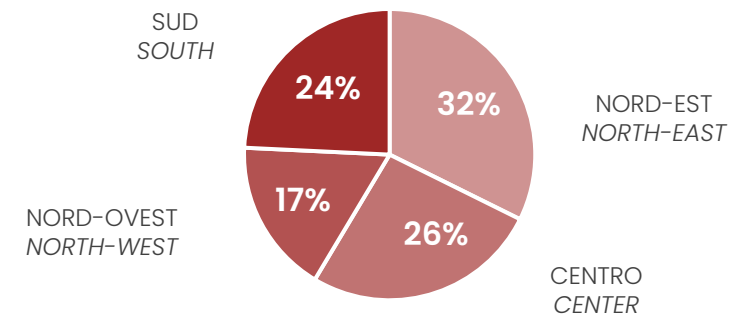
**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

# ANALISI VISITATORI VISITOR ANALYSIS

## PROVENIENZA | ORIGIN



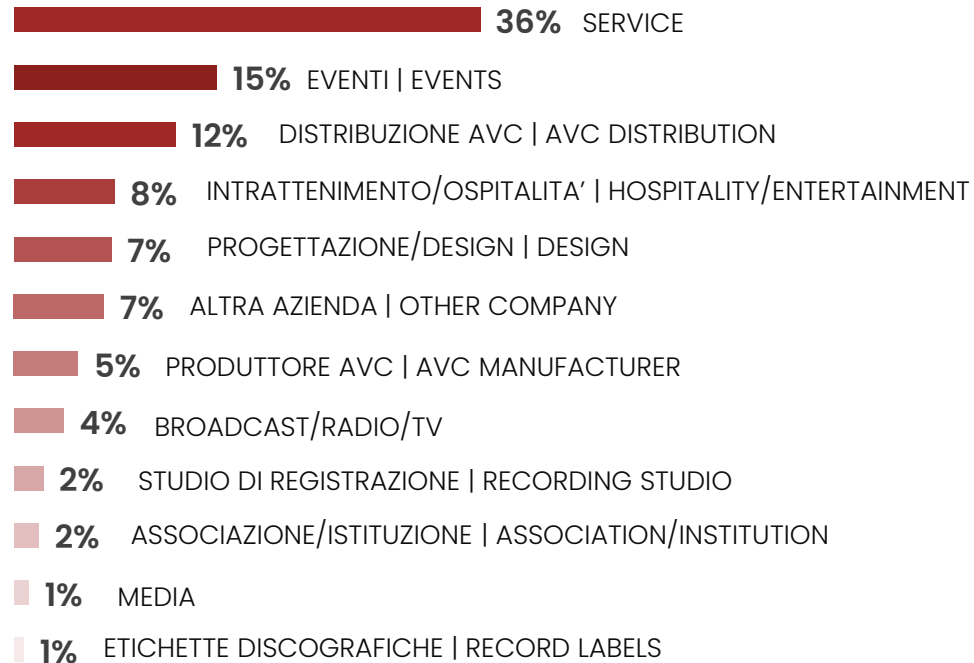
## FOCUS ITALIA | FOCUS ON ITALY



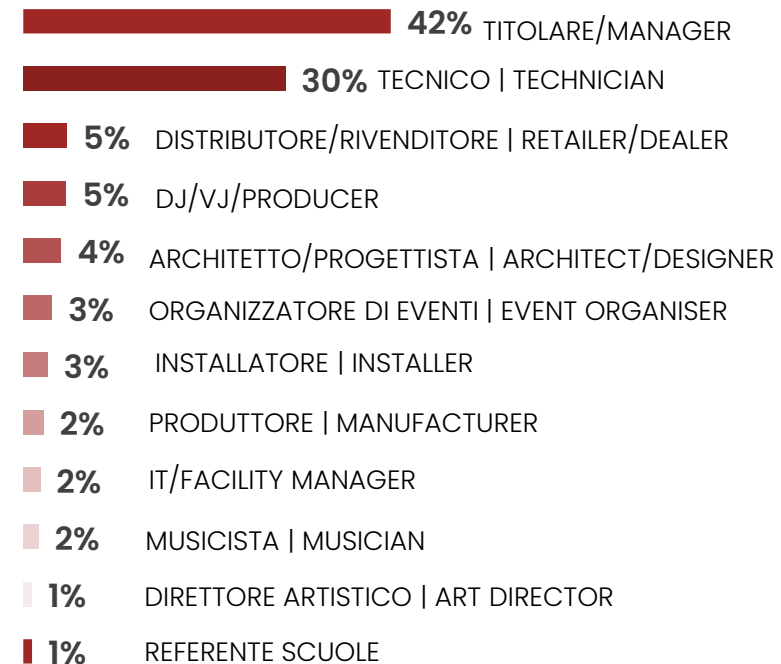
# ANALISI VISITATORI

## VISITOR ANALYSIS

### FOCUS ON INDUSTRY



### PROFILO PROFESSIONALE

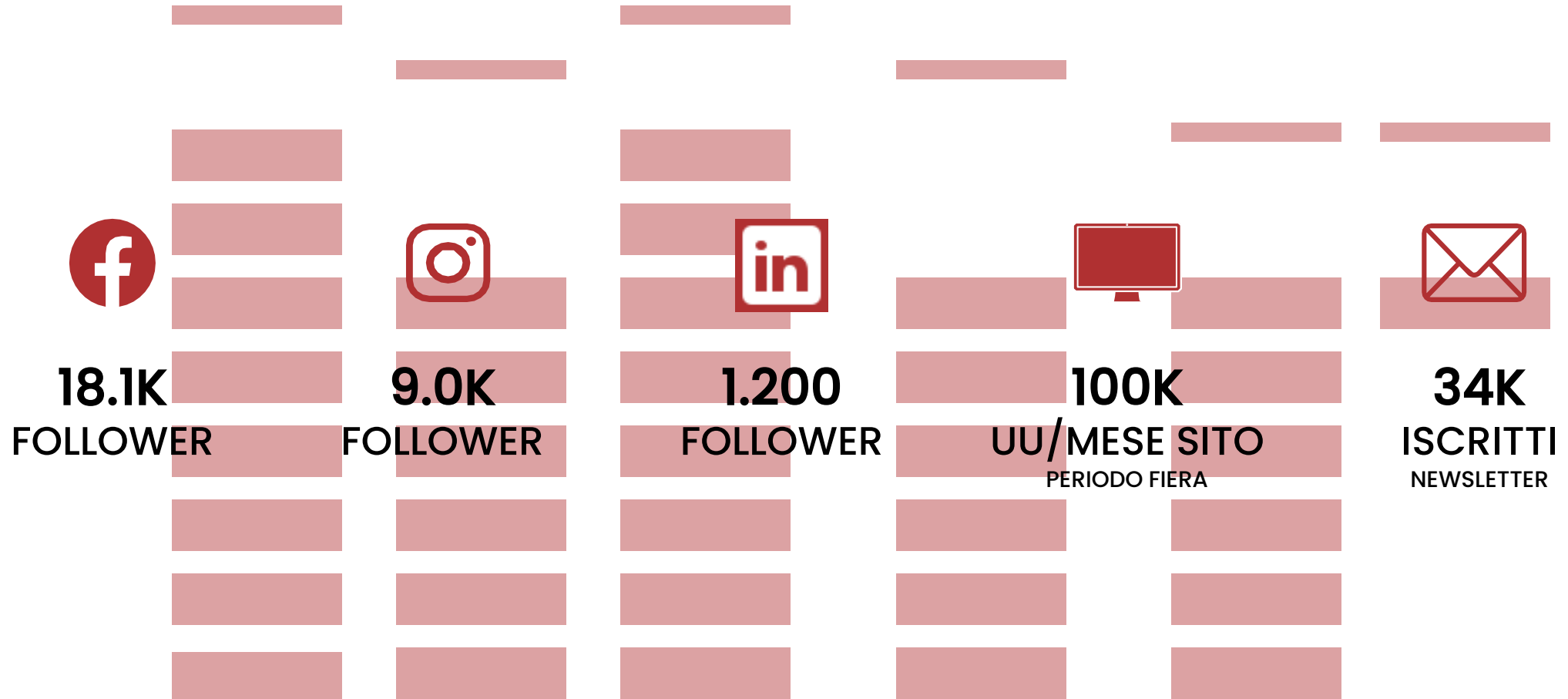


**MIR**  
MULTIMEDIA  
INTEGRATION  
EXPO

Organized by

**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future

# MEDIA NETWORK



**MIR**  
MULTIMEDIA  
INTEGRATION  
EXPO

Organized by

**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future

# CONTATTI *CONTACTS*

**ROMINA MAGNANI**

EXHIBITION MANAGER

[romina.magnani@iegexpo.it](mailto:romina.magnani@iegexpo.it)

M. +39 348 8221758

**MARIA ANNA CHIAPELLO**

SALES ACCOUNT

[maria.chiapello@iegexpo.it](mailto:maria.chiapello@iegexpo.it)

M. +39 342 614 2904



**MIR**  
**MULTIMEDIA**  
INTEGRATION  
EXPO

Organized by  
**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future

# THANK YOU

This document and the information it contains are confidential and the property of Italian Exhibition Group S.p.A.. Such information and data should be treated with the utmost confidentiality. The material, ideas, concepts and images contained herein may be used only in accordance with the policy established by Italian Exhibition Group S.p.A.. This document and its information may not be copied, reproduced, disclosed, transferred, transformed in any form, transmitted, or published without the written consent of Italian Exhibition Group S.p.A.

All Rights Reserved

Italian Exhibition Group S.p.A.



**MIR**  
**MULTIMEDIA**  
**INTEGRATION**  
**EXPO**

Focus Area



Organized by

**ITALIAN**  
**EXHIBITION**  
**GROUP**  
Providing the future



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