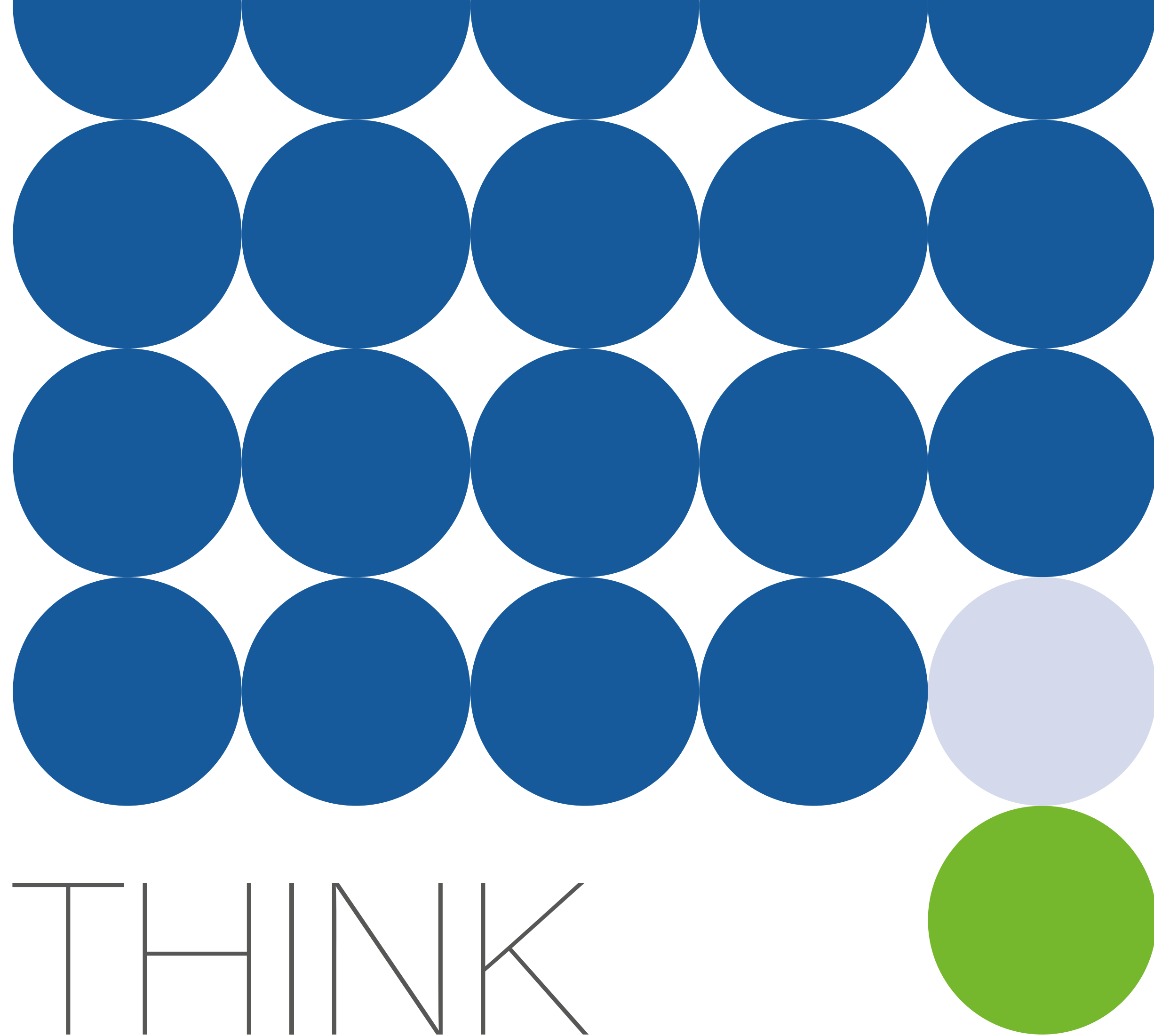




THINK  
AUTOMATIC

# VENDITALIA

The Vending Expo

MAY, 6—8  
2026

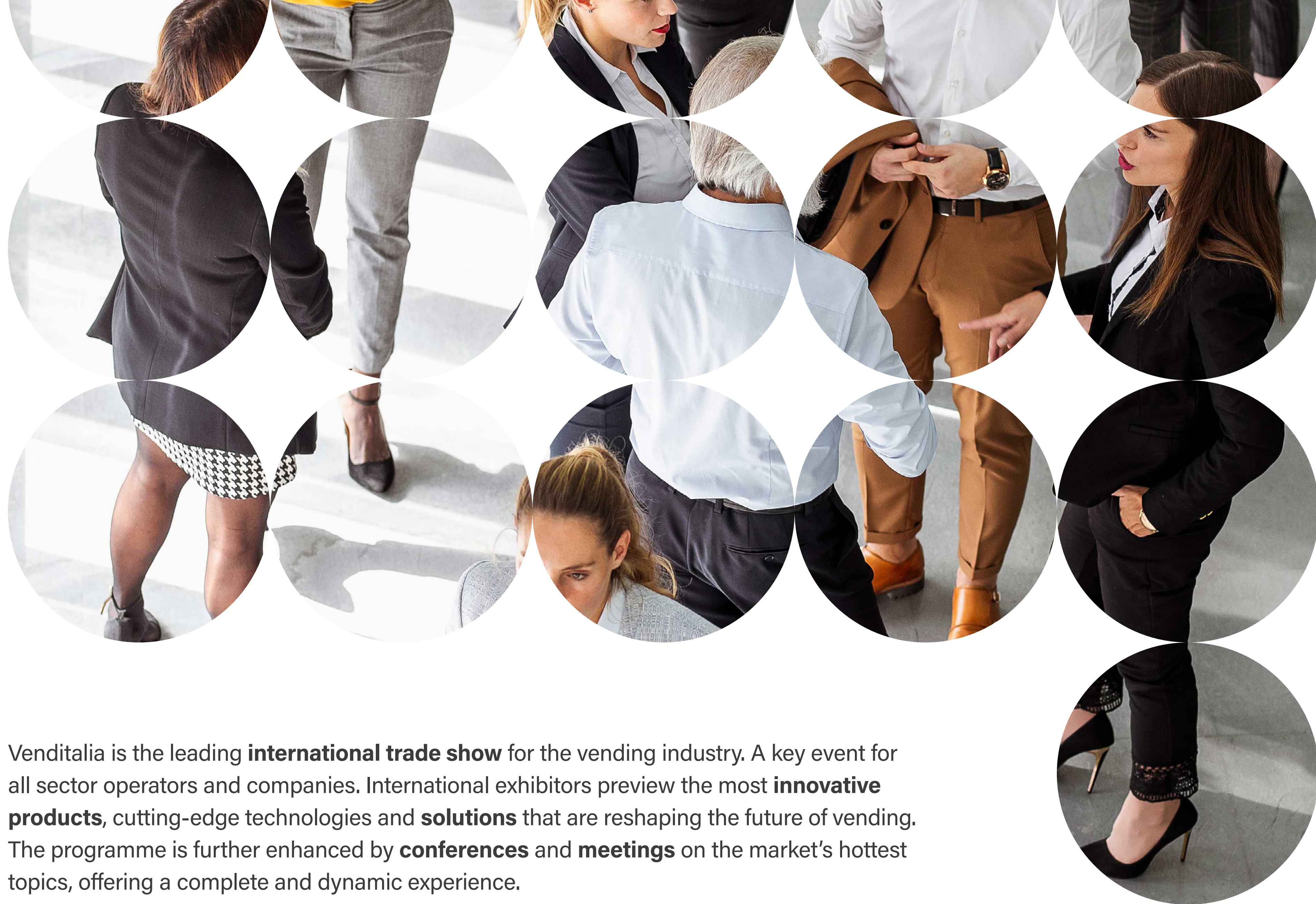
RIMINI  
EXPO CENTRE

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Promoted by

ITALIAN EXHIBITION GROUP  
Providing the future

CONFIDA  
Associazione Italiana Distribuzione Automatica



Venditalia is the leading **international trade show** for the vending industry. A key event for all sector operators and companies. International exhibitors preview the most **innovative products**, cutting-edge technologies and **solutions** that are reshaping the future of vending. The programme is further enhanced by **conferences** and **meetings** on the market's hottest topics, offering a complete and dynamic experience.

# FACTS & FIGURES 2024

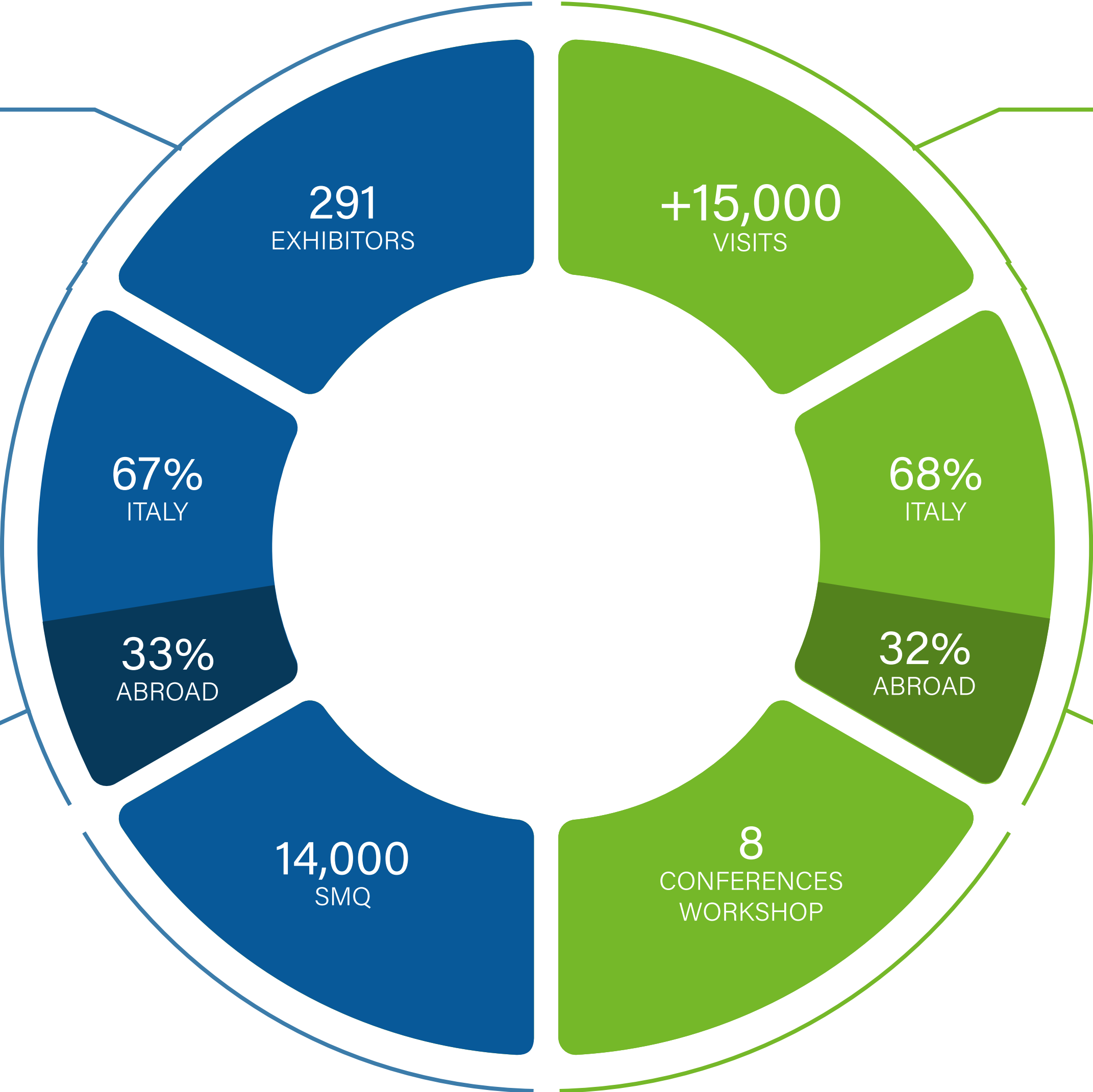
VENDITALIA IN NUMBERS

**+10%**  
COMPARED TO 2022

**+8%**  
COMPARED TO 2022

**+67%**  
COMPARED TO 2022

**+28%**  
COMPARED TO 2022



# VISITORS PROFILE

## COMPANY BUSINESS

|                                                                                     |                                   |     |
|-------------------------------------------------------------------------------------|-----------------------------------|-----|
|    | Vending Operators                 | 49% |
|    | Product Suppliers<br>Manufacturer | 23% |
|    | Service & Support                 | 11% |
|  | Commodity Suppliers               | 7%  |
|  | HoReCa                            | 5%  |
|  | Unattended Retail                 | 4%  |
|  | Association                       | 1%  |

## COMPANY ROLE

|                                                                                       |                                      |     |
|---------------------------------------------------------------------------------------|--------------------------------------|-----|
|    | Owner<br>CEO                         | 34% |
|    | Sales Employee<br>Technical Employee | 25% |
|    | Sales Manager                        | 14% |
|  | General Manager                      | 7%  |
|  | Consultant                           | 7%  |
|  | Purchasing<br>Manager                | 5%  |
|  | Other                                | 8%  |



# VISITORS

GEOGRAPHICAL ORIGIN

5%  
AMERICA

2%  
AFRICA

51%  
NORTH WEST

13%  
CENTRE

6%  
ISLAND

19%  
NORTH EAST

11%  
SOUTH

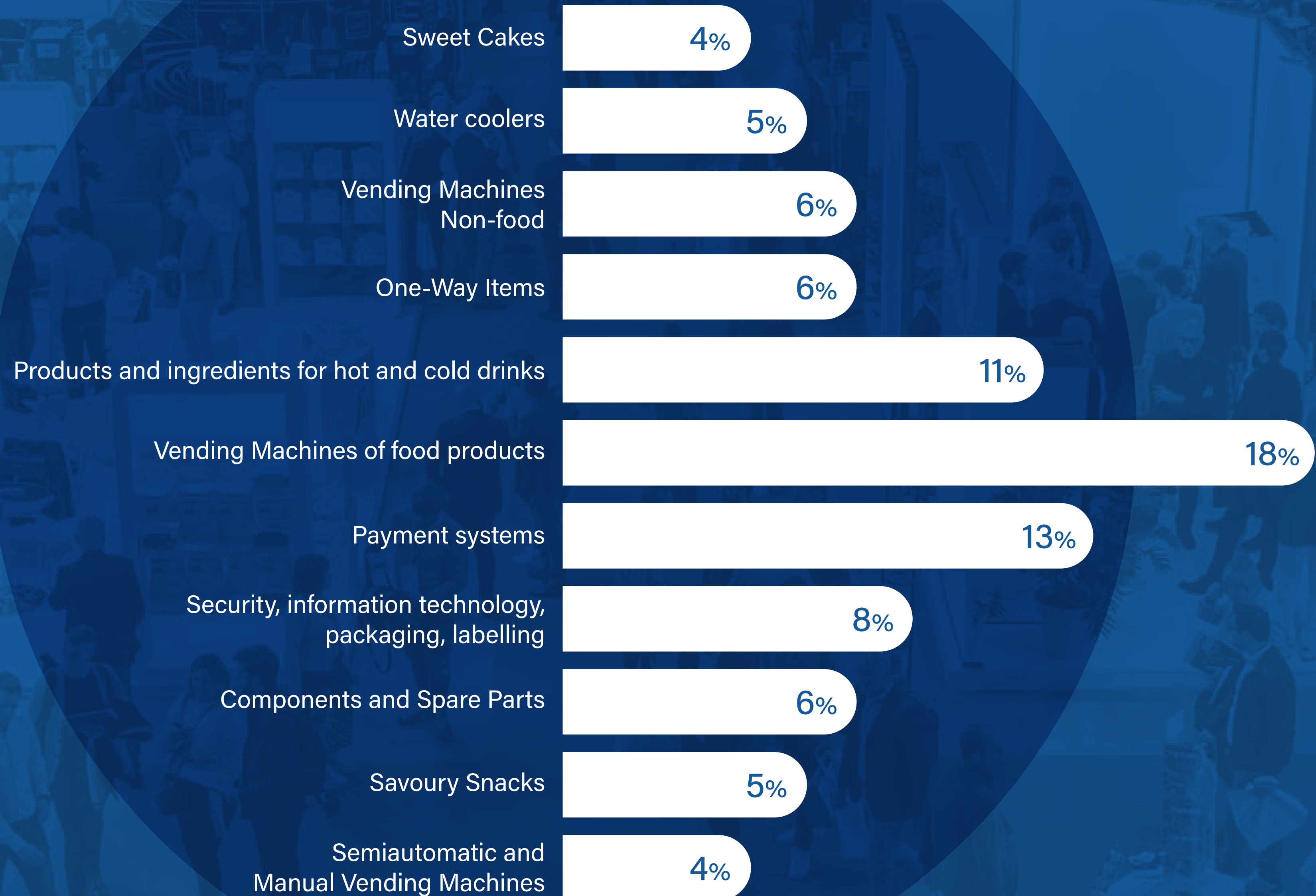
7%  
ASIA

86%  
EUROPE



# EXHIBITOR PROFILE

## MAIN CATEGORIES



# 2026 EDITION

NEW LOCATION

2026 marks the start of the cooperation between **Venditalia** and **Italian Exhibition Group**, one of the leading trade show organisers in Europe.

Their objective is to **build an even more solid, innovative and appealing event** on a global level.

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From **6 to 8 May 2026**, **Venditalia** will take place for the first time at the **Rimini Expo Centre**, a modern and sustainable venue.

- **Greater accessibility** and strategic transport connections.
- **Extensive hotel availability** for exhibitors and visitors.
- **More competitive costs** for an even more convenient participation.

A **new location** that expands the horizons of the world's leading vending exhibition and supports the participation of **companies and professionals from all over the world**.



# 2026 EDITION

NEW SPECIAL AREAS



## INNOVATION DISTRICT

The exhibition area dedicated to emerging products and technologies from **start-ups** and **young** Italian and international **companies**. The project is complemented by a **workshop area** where speeches will be given on topics related to trends and **innovations** in the vending sector.



## WATER DISTRICT

The new **themed area** dedicated to **local excellence in the water sector**, where you can discover new brands and regions. A journey through Italy's finest local waters, ready to enter the world of vending.

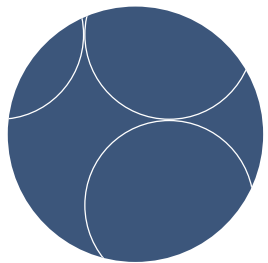
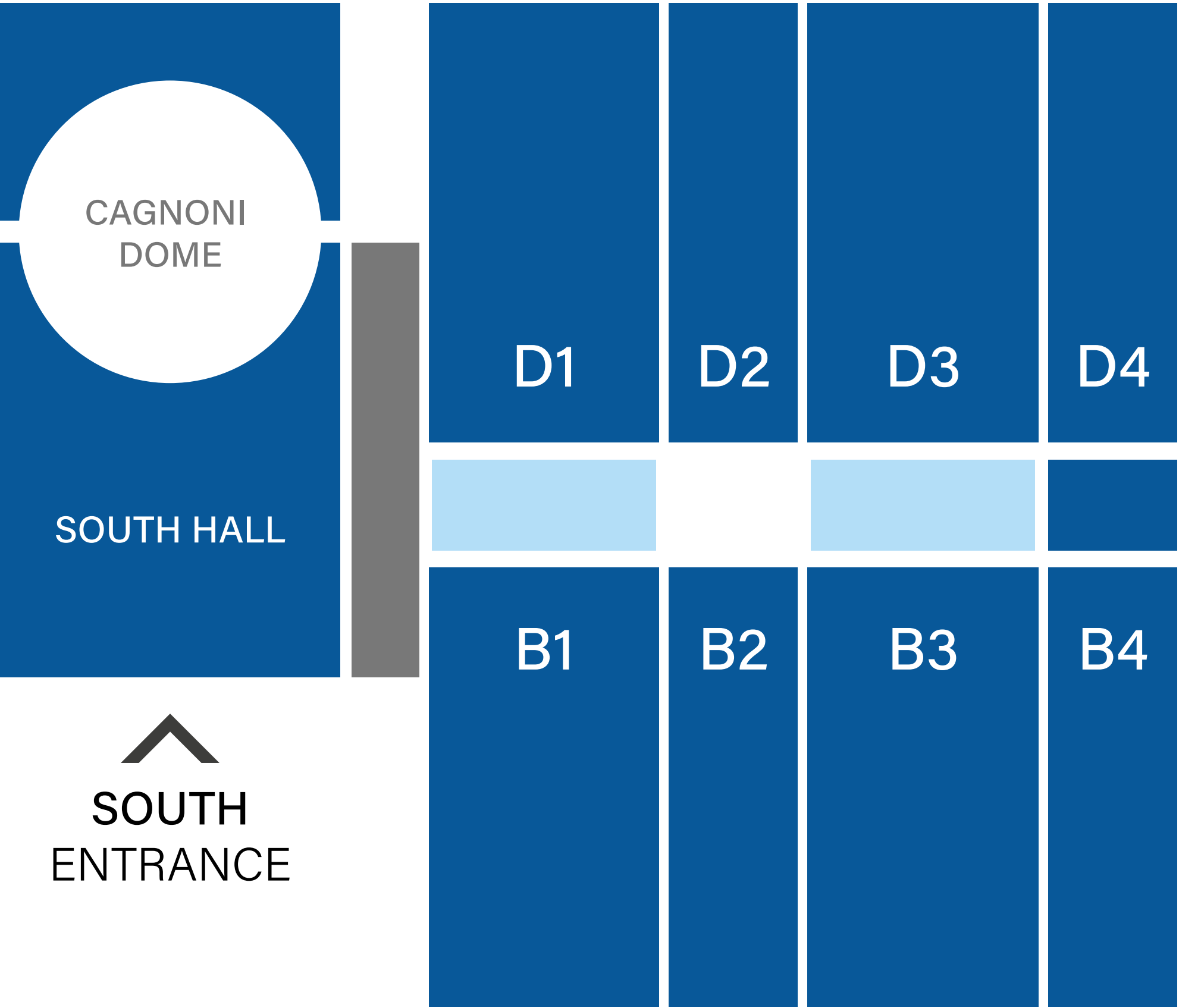


## BUYER PROGRAM

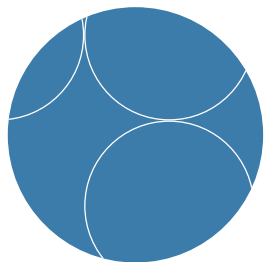
A **matchmaking programme reserved for exhibitors**, through which to **organise one-to-one meetings** at stands during the show. A **smart and interactive tool** to maximise business opportunities and make the most of your schedule.

# FLOORPLAN 2026

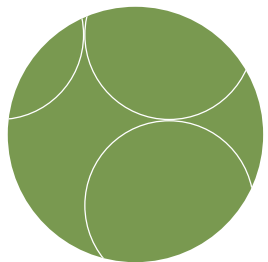
THE EXHIBITION SECTORS



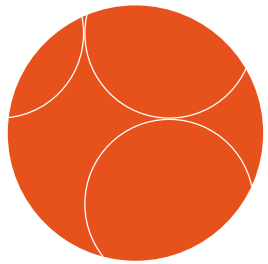
**VENDING TECHNOLOGY**  
The heart of automated innovation



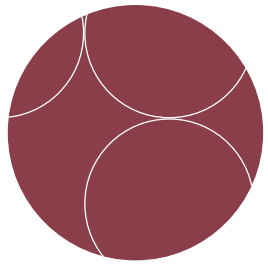
**AUTOMATED STORES**  
The new face of automated retail



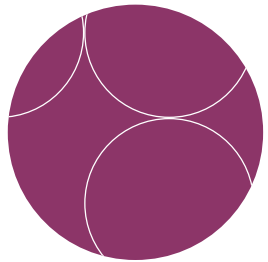
**PROFESSIONAL SERVICES**  
Services and solutions supporting the entire supply chain



**FOOD & BEVERAGE**  
The on-the-go offer in all its forms



**HOT BEVERAGE**  
The art of the espresso and hot drinks



**ACCESSORIES & COMPONENTS**  
A range of components that ensures machine operation and performance

# VENDITALIA

The Vending Expo

Promoted by

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future



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**venditalia.com**

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