



MIDO 2025: enhanced Digital Tools for an increasingly connected experience

MIDO is prepared to offer a comprehensive experience thanks to the **enhancement of its digital tools**. With a focus on **accessibility, interactivity and innovation**, the new functionalities will provide crucial support for exhibitors and visitors, simplifying every aspect of participation in the show.

An increasingly high-performance App

The MIDO App, appreciated for its functionality in 2024, has been enhanced with upgrades designed to improve management of activities at the show and to continue networking even after it closes. The new implementations currently in the works aim to ensure greater reliability. **Exhibitors** will be able to record visitors to their stands by scanning the QR code on the guest's entrance badge. The list of visitors can be accessed via the app and in the private B2B area of the website.

Visitors can use the app to track their visits, save their favorite stands, add photos and comments, and connect directly with exhibitors. The visitor entrance pass will serve as a digital interaction tool, making the experience more fluid and organized.

Accessibility and exclusive content on the MIDO portal

The official **mido.com** website has been optimized to ensure **inclusive navigation**, with dedicated functions for users with motor and cognitive disabilities. In the private areas, exhibitors and visitors will find exclusive content, including videos, presentations, books and press releases.

Specifically, exhibitors will have access to digital tools designed to support every phase of the show, such as direct access to Fieramilano e-services, downloads of the official MIDO 2025 media kit for the creation of press and social media content, publication of innovations being introduced during the show through a dedicated form, and more.

Social Media: a showcase for exhibitor innovations

Thanks to interaction through the **@mido_exhibition** Instagram channel, exhibitors will have the opportunity to broaden their visibility. Content that respects the editorial guidelines can be reposted to the 38,500 followers of the page (as of November 2024).

With these implementations, MIDO 2025 aims to make every participation an unparalleled experience, transforming digital engagement into a true driver of networking and professional growth.

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