



**MICE. NEW SPACES AND AN ANCIENT PHILOSOPHY: ONLY THE BEST...**

## **Veronafiere Congress Centre: Open Spaces for Events!**

**I**ts large and flexible facilities make the Veronafiere Congress Centre one of the main sites in northern Italy, capable of welcoming all kinds of event, from small company AGMs to major international conferences. Quality services, attention to the clients and the avant-garde technology of the Congress Centre are all backed up by Veronafiere, the second exhibition centre in Italy and among the leaders in Europe.

### **The facilities**

Functionality, flexibility and organisation are the characteristic management elements of the Veronafiere Congress Centre, comprising eight fully-equipped halls from 30 to 600 places, an elegant multi-purpose Hall of 2300 m<sup>2</sup> and the immense Palaexpo (10,500 m<sup>2</sup>) that can be set up to meet all the requirements and features of events.

Palaexpo is ideal as a show area, poster area and large, comfortable catering area. The interior is equipped with mobile curtain walls used to mark off a main hall for 1000 people. It is a separate and independent structure as regards the exhibition centre. It is versatile, modular and can be adapted to various needs. It is also very easy to reach and clearly identified, with ample car parking.

The conference centre also comprises the Verdi Auditorium, two other 150-seat halls and renovated, multi-function facilities cabled with a wifi system.

Another facility designed to major events is the new Hall 1, a modern and versatile structure located close to the main entrance to the exhibition centre; an ecologic Hall built using the most modern technological features and even equipped with photovoltaic

panels. The extremely modern Hall 1 boasts an area of 3400 m<sup>2</sup> and is free of columns and other obstructions. It also has a fully-equipped and functional industrial kitchen. It is a very versatile space ensuring a thousand solutions: catering with 1200 seating places; or a main hall for up to 2400 people.

The versatility and variety of the facilities and the expertise of Congress staff ensure successful implementation of all kinds of event: from traditional conventions to fashion shows, from company conventions to exhibitions, from gala dinners to concerts, ensuring the best outcome and excellent success for every event.

### **The events**

Last year, the Veronafiere Congress Centre hosted 400 meetings (96 were not linked with exhibition events) with overall audiences of 70,000 people.

The first months of 2011 successfully hosted several important national and international congresses. Examples include: the 17th Aiaf Assiom Forex Congress in February, attended by numerous figures in high finance and

the prestigious presence of the Governor of the Bank of Italy, Mario Draghi. The 9th Automotive Dealer Day in May, the only event in Europe dedicated to vehicle distribution, that attracted 4200 dealers, repair specialists, service and after-sales operators, managers from car-makers and other players in the value chain. May also welcomed the 86th National Congress of the Italian Society of Medical, Surgical and Aesthetic Dermatology and Sexually Transmitted Diseases. September hosted the 1st Festival of Church Social Doctrine.

### **Verona, congress destination**

Facilities for major events at Veronafiere enhance the location offering of the city and make Verona an even more attractive destination important congresses and company conventions.

Verona is a city of rare beauty characterised as a modern centre for the economy and commerce, on the crossroads of the main communication arteries between central Europe and the Mediterranean, east and west Europe. This position, beautiful surroundings, top quality hotels, superb wine and food, excellent facilities and services make Verona the ideal place for meetings and congresses at every level and size.

The extensive, qualified and differentiated hotel offering ensures personalised solutions at competitive prices. Above 7000 beds in the city, the hotel offering also boasts 30,000 in the province, especially in the splendid hinterland of Lake Garda.

Verona was declared a World Heritage Site by UNESCO in 2000 and has a deep-rooted sensitivity for art, culture and history. It is also a place for fine food and wine lovers. Elegant restaurants and evocative trattorias highlight the protagonists of culinary tradition and excellent wines. ■

### **Auditorium**

