



Spazio  
Progetto

Your h2h building partner

Opportunity Book

# WE BUILD SUCCESS TOGETHER

To respond quickly and effectively to the needs of our partners, we have created a multi-stage process, adaptable to every specific business need.



The classic price list no longer represents the standard for joining the initiatives, but becomes a canvas on which to build personalized engagement methods, thus guaranteeing solutions increasingly in line with the objectives of partner companies.




Every proposed tool is an opportunity to be exploited to the fullest and to be put to good use within your marketing plan, through the direct and competent support of the Spazio Progetto team!

# REACH YOUR GOALS

 INCREASE YOUR KNOWLEDGE OF THE SECTOR  
AND STAY UPDATED ON THE NEWS

 TELL YOUR STORY AND EXPAND YOUR  
NETWORK

 GIVE LIFE TO NEW BUSINESS OPPORTUNITIES

 ACTIVATE A QUALITY RELATIONSHIP WITH  
YOUR TARGET



# GROW WITH US!

Expand your business opportunities and connect with key figures in the Retail, Ho.Re.Ca, Care, and Industry markets, opening up to a pool of:



**+800** RETAIL COMPANIES



**+500** HO.RE.CA CHAINS



**+300** HEALTHCARE  
STRUCTURE GROUPS



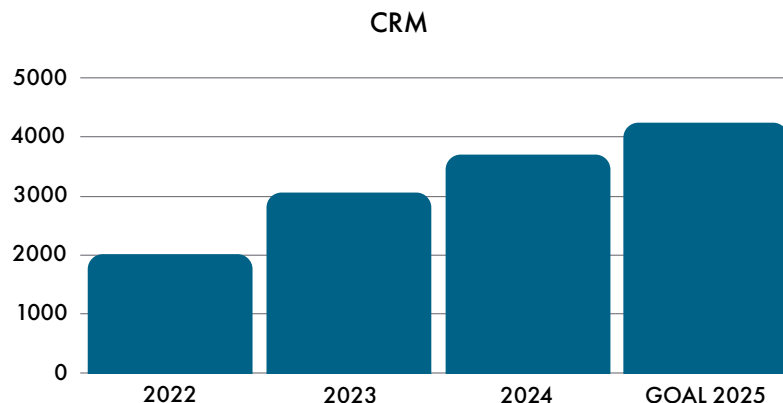
**+1000** INDUSTRIAL BRANDS



# CUSTOMER RELATIONSHIP MANAGEMENT

Establishing quality connections means being able to dialogue with specific professional figures operating in different organizational areas of end-user companies:

- C - MANAGEMENT
- MARKETING MANAGEMENT
- REAL ESTATE DEVELOPMENT
- IT MANAGER
- SUSTAINABILITY MANAGEMENT
- LEGAL
- PROCUREMENT
- FACILITY MANAGEMENT
- TECHNICAL DEPARTMENT
- ENERGY MANAGEMENT



# WHAT AWAITS YOU?



## **PARTNER MEETING**

September 11, 2025, Reggio Emilia

November 4, 2025, Reggio Emilia

## **LAB CONTO TERMICO 3.0**

December 5, 2025, Reggio Emilia

## **PROGETTI & CAPPELLETTI**

December 11, 2025, Reggio Emilia

## **LAB ENERGY, ENVIRONMENT, SAFETY**

January 20, 2026, Reggio Emilia

## **LAB HEALTH AND COMFORT**

February 11, 2025, Reggio Emilia

## **EVENT '25**

November 27 and 28, 2025, Milan



## **LUXURY RETAIL CONFERENCE**

tbd may 2026, Milan



## **LUXURY RETAIL CONFERENCE**

tbd may 2026, Milan



## **HOTEL DESIGN CONFERENCE**

tbd may 2026, Milan

## **ITHIC**

tbd september 2026, Rome

## **LUXURY HOSPITALITY CONFERENCE**

tbd october 2026, Milan

## **HOSPITALITY DAY**

October 13, 2026, Rimini



SPAZIO  
PROGETTO

# NETWORKING TOOLS

Achieve your marketing objectives for the Building sector through our networking communication tools.

Work side-by-side with our team and start a targeted and effective journey, both physical and digital!

# PARTNER MEETING

Periodic meetings with Spazio Progetto partners and prospects with the goal of sharing updates on the sector, discussing among colleagues, collaborating on activity development, and networking.

Fundamental moments for exchanging ideas with companies that are part of the Spazio Progetto system.



## SPECIFICS

**CHANNEL:** *PHYSICAL TOOL*

- WHAT IS IT?

Meetings at the Spazio Progetto headquarter organized as follows: updates on the activity program, networking lunch, focus on market evolution by sector stakeholders (Confimprese, end users, trade associations, Deloitte)

- TARGET

Spazio Progetto partners and prospects

- OPPORTUNITY AND VALUE

Constant dialogue with the team and the possibility to bring specific needs to attention, as well as propose topics and content to be addressed, actions to be developed, and targets to be reached.



# CUSTOMER MEETING

## One-to-one meetings with partners

The partnership journey with Spazio Progetto includes several individual meetings aimed at deepening the partner's marketing objectives, maximizing the benefits of networking tools, and monitoring the achievement of results.

Moments of discussion between Spazio Progetto and the partner to capitalize on the identified opportunities.



### SPECIFICS

**CHANNEL:** *PHYSICAL/DIGITAL TOOL*

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• WHAT IS IT?</li></ul>           | <p>Physical meetings or video calls for consultation/training with your account and the Spazio Progetto marketing team.</p>  |
| <ul style="list-style-type: none"><li>• TARGET</li></ul>                | <p>Spazio Progetto Partners</p>  |
| <ul style="list-style-type: none"><li>• OPPORTUNITY AND VALUE</li></ul> | <p>Construction and monitoring of the partnership journey, with the possibility of recalibrating activities based on new needs. Constant and transparent dialogue with marketing and sales contacts.</p> |



*Thinking Designing Building Managing*  
**Retail**

RBM Event is the annual event where the top professionals in Retail Building Management meet to address market challenges, network, and build new business opportunities.

As an event partner, you can be an active part in constructing the round tables, proposing content of interest and your client brands as speakers.

# EVENING + DINNER

## "Thinking the Retail Building"

Moment reserved for end users, special guests, and platinum partners, to reflect on market trends and the future of the sector during an informal evening dedicated to networking and entertainment.



## SPECIFICS

**CHANNEL:** *PHYSICAL TOOL*

- WHAT IS IT?

RBM Event's opening evening, consisting of an Evening Seminar on the retail market, curated by the major associations and organizations in the sector, and a Networking Dinner structured to facilitate matching among attendees.

- TARGET

Real Estate companies, Marketing Managers, Business Leaders, designers, consulting firms, platinum partners

- OPPORTUNITY AND VALUE

In addition to the possibility of establishing new relationships, platinum partners can invite clients and targeted professionals to consolidate existing relationships. The Dinner offers unique visibility opportunities, such as the special welcome kit, which features exclusive material from the platinum partners.

# DAY

## “Designing, Building, Managing the Retail Building”

A day of information and training where the entire supply chain meets to seek the best solutions to their daily challenges, sharing content on the sector through presentations by companies and professionals. The conference is open to all targeted stakeholders.



### SPECIFICS

**CHANNEL:** *PHYSICAL TOOL*

- WHAT IS IT?

Conference consisting of round tables on technical topics and presentations of case histories by designers and architects; numerous networking moments with the Retail Building supply chain.

- TARGET

Designers, technical offices of retail brands, consultants, and sector professionals

- OPPORTUNITY AND VALUE

RBM Day allows you to connect with numerous retail professionals, stay updated on market evolutions, disseminate innovative solutions, and establish fruitful relationships.



# SHARE YOUR CASE HISTORY!

Do you have a new product? An innovative solution or approach for Retail Building?  
Propose it and we will find the space together within:



**Evening Seminar**



**"Business Leaders" Forum**



**Engineering Area and Designer's Area**

Composition of the round tables:

RETAILER  
DESIGN/ARCHITECTURAL FIRM  
TRADE ASSOCIATION/ACADEMIC  
CONSULTANTS  
SUPPLIER



Our thematic focus areas:



# LUXURY RETAIL

C O N F E R E N C E

*Thinking Designing Building Managing*  
*Luxury Retail*

The Luxury Retail Conference is a meeting entirely dedicated to luxury Retail Building Management, recounted through testimonials from international brands, designers, and professionals operating in this unique market.

# EVENING + DINNER

## “Thinking Luxury Retail”

Exclusive reserved evening to meet and discuss with luxury retailers and designers. Stimulating presentations of projects and case histories for the sector will follow during the aperitif and dinner.



## SPECIFICS

**CHANNEL:** *PHYSICAL TOOL*

- WHAT IS IT?

Opening evening entirely dedicated to networking and sharing visions and approaches, during the Design Happening and dinner. The evening takes place in an exclusive luxury location.

- TARGET

Luxury retailer, progettisti, speaker, special guest

- OPPORTUNITY AND VALUE

Platinum partners can invite clients and targeted professionals and participate in the Design Happening presentations.

# DAY

## "Designing, Building, Managing Luxury Retail"

Round tables and presentations on Thinking, Designing, Building, and Managing luxury retail. Case histories and professional experiences in design and sustainability are told directly by sector operators. The conference includes numerous dedicated networking moments.



## SPECIFICS

### CHANNEL: *PHYSICAL TOOL*

#### • WHAT IS IT?

A morning with a training/informative character to learn about the evolution of the sector and contribute to the development of new approaches and solutions. At the close of the day, it is possible to participate in team building activities.

#### • TARGET

Retail managers and technicians, real estate advisors, designers, visual merchandisers, procurement officers, general contractors

#### • OPPORTUNITY AND VALUE

The conference offers a privileged position and vision in the luxury retail market, allowing for contact with an exclusive target and the establishment of high-potential relationships.



# LAB

## Technical workshops


Labs are workshops for discussion among suppliers, designers, and retail technicians where the focus is on current regulations, common problems and needs, and proposing adequate solutions for these needs.

The labs address the process of Thinking, Designing, Building, and Managing in the areas of:

 FIRE PREVENTION

 BIM vs BMS

 ACOUSTICS

 ENERGY

 SAFETY

 AIR CONDITIONING

 COMMISSIONING

 CEILING

 ASSET MANAGEMENT

 HEALTH AND COMFORT

## SPECIFICS

**CHANNEL:** *PHYSICAL/DIGITAL TOOL*

- WHAT IS IT?

Workshop involving discussion between speakers and participants in the room. The exchange among attendees is enriched by numerous networking moments before and after the round tables. Labs are limited in number and can be built in co-marketing between multiple partners or exclusively.

- TARGET

Retail technicians, Design Firms, Real Estate companies, consulting firms, regulatory bodies, trade associations

- OPPORTUNITY AND VALUE

Labs delve into technical topics, allowing for discussion, exchange, and collaboration among attendees. They have a strong educational and informational character. Present end users have high interest and attention towards the topics and solutions proposed.

# ASSAGGI LOUNGE

## Networking Evenings

Exclusive locations host cocktails with architects, engineers, and retailers to present successful projects and enjoy private exchange moments. In a relaxed atmosphere, new topics are always addressed, accompanied by tastings of eno-gastronomic excellence.



## SPECIFICS

### CHANNEL: *PHYSICAL TOOL*

- WHAT IS IT?

Traveling evenings for a small core group of attendees (invitation-only access), during which specific sector topics are explored through short presentations. The maximum number of guests per appointment is 50 people.

- TARGET

Selected designers and end users

- OPPORTUNITY AND VALUE

High-level matching with sector professionals through a privileged networking channel. Possibility to directly present a case history or case study to your target.

# LOGO & IMAGE POSITIONING

Ensure the visibility you deserve!

From logo placement in strategic points of the location to the sponsorship of an area, from online content to the creation of a dedicated advertorial in Spazio Progetto's partner magazines: use all available tools to convey your company and its content to designers and end users.



## SPECIFICS

### CHANNEL: *PHYSICAL/DIGITAL TOOL*

#### • WHAT IS IT?

Strategic positioning of the company image on conference set-up materials, dedicated content in the communication materials of the various assets, and exclusive spaces on Spazio Progetto channels.

#### • TARGET

Professionals circulating within the Spazio Progetto system and assets (designers, end users, associations,...) both online and on-land during events.

#### • OPPORTUNITY AND VALUE

Greater visibility and placement within dedicated areas for the target audience. Positioning is linked to the type of partnership/sponsorship signed.

# BUILDING SQUARE LOUNGE

Your matching space at the event venues.

A reserved area characterized by personalized stations, where you can dialogue with your clients and prospects, presenting your approach and solutions for the sector.

An exclusive opportunity for visibility for your company.



## SPECIFICS

### CHANNEL: *PHYSICAL TOOL*

- WHAT IS IT?

Exclusive station characterized by customized set-ups according to the company's brand identity.

- TARGET

Clients and prospects selected by the partner

- OPPORTUNITY AND VALUE

Autonomous management of your meetings, client loyalty, sharing of private moments with your prospects, greater visibility.

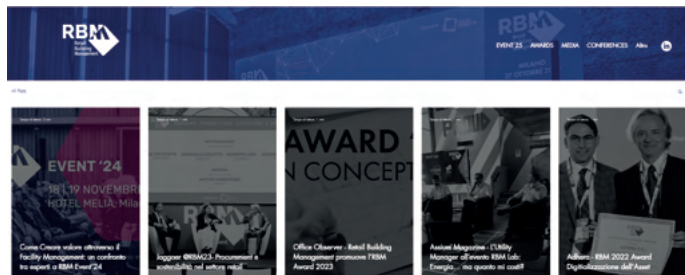


# PILLAR PAGE

## Landing or thematic sections on the website

Do you want to always be highlighted on the official Spazio Progetto channels?

Let's build a dedicated page for your company together, enriching it with valuable content, experiences, and thematic focuses to be disseminated through the Spazio Progetto website and its assets.



## SPECIFICS

**CHANNEL:** DIGITAL TOOL

### • WHAT IS IT?

Vertical in-depth pages dedicated to a key sector topic, consisting of a curated article with editorial content, native-integrated company references, images, and a link to the partner's website.

### • TARGET

Network of professionals revolving around Spazio Progetto initiatives

### • OPPORTUNITY AND VALUE

Authoritative positioning on a strategic topic, lasting and integrated reference on Spazio Progetto channels, and the possibility to reuse the content on your own platforms.

# ASSAGGI

## Video snippets of case histories

We promote successful case histories by giving voice to those who conceived and implemented them. Assaggi are unique opportunities to strengthen the relationship and collaboration among players (suppliers, end users, and designers) and to spread the value of their innovations through the direct testimony of their clients.

Watch our Assaggi!



## SPECIFICS

### CHANNEL: DIGITAL TOOL

#### • WHAT IS IT?

Video interviews conducted, produced, and disseminated by the Spazio Progetto staff in which end users, designers, and partners present case histories for their sector, highlighting needs to be addressed, innovative approach and solutions, and results obtained.

#### • TARGET

Prospects who share the technical needs and themes addressed in the Assaggio

#### • OPPORTUNITY AND VALUE

Client and collaborator loyalty, sharing of successful cases, increased awareness

# BRANDED CONTENT

Get known by the Spazio Progetto communities through direct and personalized content. Present your company and its know-how on the dedicated social channels, choosing engaging and narrative formats and content.

See some examples!



RBM presenta ACS Data System

## SPECIFICS

### CHANNEL: *DIGITAL TOOL*

- WHAT IS IT?

Creation and programming of a dedicated post plan for the partner, including reposts with integrated captions, LinkedIn carousels with quotes and insights, reel video interviews.

- TARGET

Network Spazio Progetto, network partner

- OPPORTUNITY AND VALUE

Visibility towards a targeted audience, greater dissemination of your expertise and solutions, continuity in the communication and promotion of the partner company within the Spazio Progetto system.

# MEDIA RELATIONS

## Pagine editoriali dedicate

Within the Spazio Progetto community, news, trends, innovative solutions, and projects for the market converge, which, thanks to consolidated relationships with sector media, gain greater resonance. We thus reach thousands of targeted users through tailor-made press releases and articles.

Do you want a dedicated space too? Rely on us!

**CONFIMPRESA**  
LE IMPRESE DEL COMMERCIO MODERNO

**ADACI**  
Associazione Italiana Acquisti  
e Supply Management

**CONFINDUSTRIA**  
**ASSISTAL**  
INFRASTRUTTURE TECNOLOGICHE - EFFICIENZA ENERGETICA  
ECCO - FACILITY MANAGEMENT

**Istituto Italiano di  
Project Management**



**ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE**

**retail**  
food

**Facility  
Management**

**Largo  
Consumo**

## SPECIFICS

### CHANNEL: DIGITAL/PHYSICAL TOOL

#### • WHAT IS IT?

Design, creation, planning, and publication of thematic articles dedicated to the world of Building, ensuring dissemination on off- and online channels of Spazio Progetto's.

#### • TARGET

Media Partner magazines.  
Readers of sector magazines and professionals belonging to trade associations.

#### • OPPORTUNITY AND VALUE

Media partners act as a sounding board for sharing content, solutions, and innovations for the sector with a targeted and highly receptive audience.



# "TAKE A SOLUTION"

Players and products for Thinking, Designing, Building, and Managing

A complete guide to the world of Building and its professionals, disseminated as digital in-depth content to conference guests. It collects and presents sector companies, their approaches and solutions, and provides exclusive highlights on Spazio Progetto's initiatives. A compendium to guide the client in choosing a supplier.



## SPECIFICS

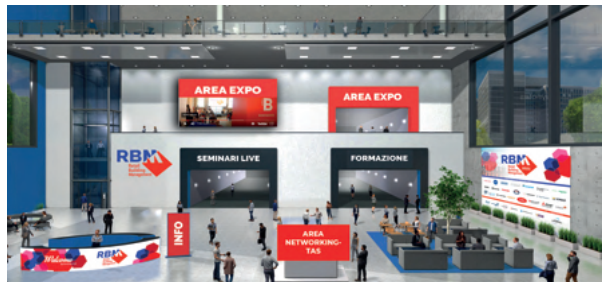
**CHANNEL:** *DIGITAL TOOL*

- **WHAT IS IT?** Updated collection of the Building supply chain with dedicated presentation spaces. Companies are presented in the main category of services offered: Design, Construction, Management.
- **TARGET** Purchasing office managers, facility managers, store planners, and designers
- **OPPORTUNITY AND VALUE** Increased visibility and awareness for the partner, sharing expertise and services with the target audience, direct sharing of sales area contacts. Stable presence within a guide dedicated to Building solutions.

# BUILDING SQUARE

## Phygital networking

Digital realization of Spazio Progetto's relational marketing activities. A platform where end users, suppliers, designers, professionals, and sector operators can meet, activate, and cultivate quality relationships daily.



## SPECIFICS

**CHANNEL:** *DIGITAL TOOL*

### • WHAT IS IT?

Digital platform where you can connect expertise, foster collaboration among professionals, and always have access to Spazio Progetto services and exclusive content.

### • TARGET

Designers, end users, suppliers

### • OPPORTUNITY AND VALUE

Being presented to end users and designers as quality suppliers, sharing your work, speeding up communication, easily learning about and connecting with the target market.

# OUR PARTNERS



## WHAT DO OUR PARTNERS SAY ABOUT US?



"We joined RBM just before the launch of a new project, and participating in the events contributed to its success, and consequently to the company's, offering us great visibility and allowing us to establish an absolutely positive relationship with the brands. We find that the sector verticalizations, such as the Labs, provide a significant opportunity to get to know a targeted audience that shares our values."

**IVAN MONZANI, Gruppo Raina, partner since 2021**



"We participated in the first edition of the RBM Event as guests and immediately realized the potential we could leverage within the system. For us, RBM is a source of interesting commercial collaborations, but also the place to maintain strong and constant relationships with other partners and our clients thanks to the numerous initiatives proposed throughout the year."

**DANIELE CIVINI, Jaggaer, partner since 2022**



"RBM allows us to see professionals and retailers coming together, who, through different points of view, can converge towards excellent results. This is a great testing and discussion ground for us."

**LISA TORREGGIANI, Monkeydu, partner since 2021**



## OUR OPINION LEADERS



**RICCARDO ILY**  
President, Polo Del Gusto



**MAURO PITTARELLO**  
President, Pittarello



**MARIO RESCA**  
President, Confindustria

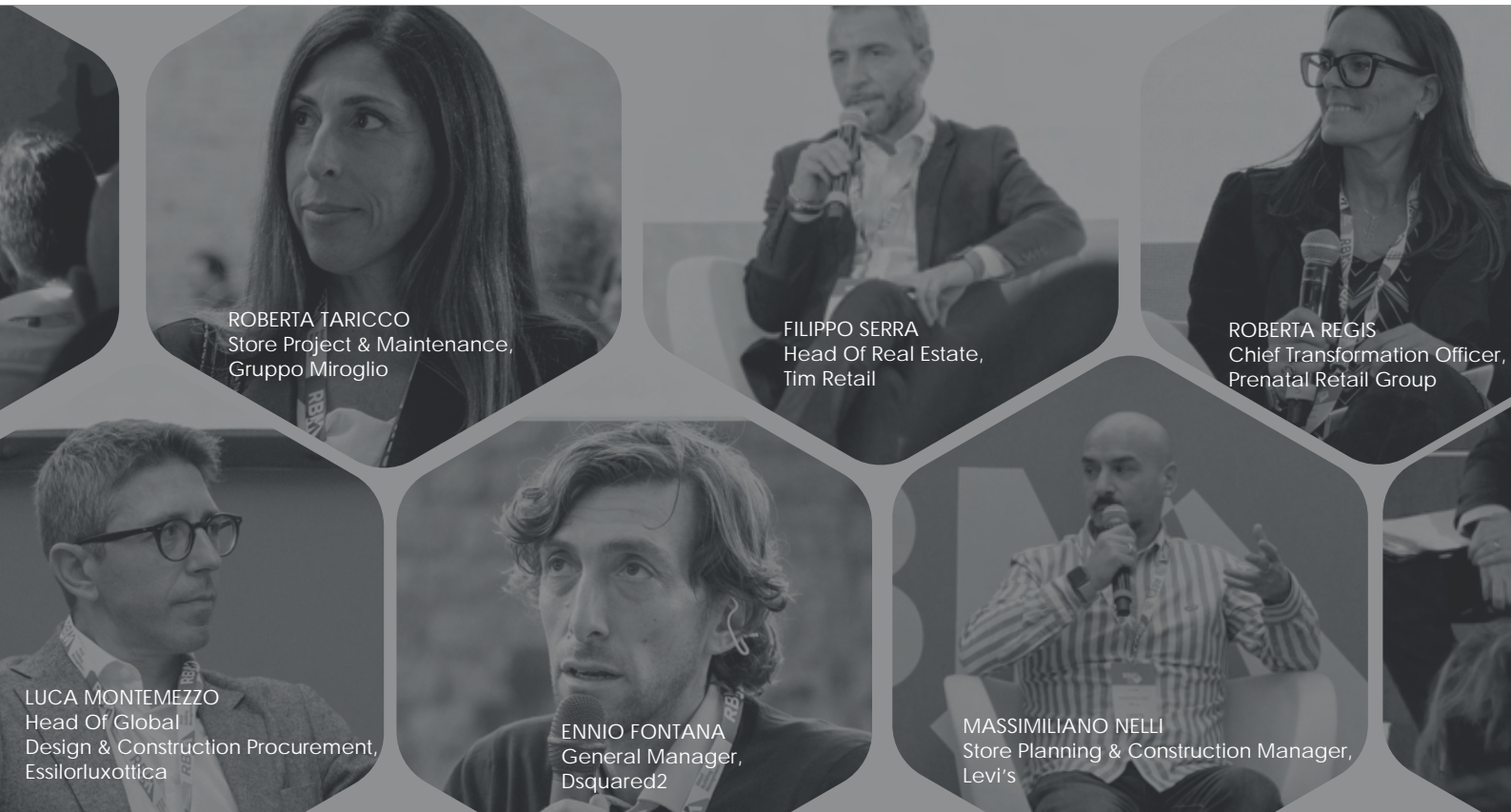


**OSCAR FARINETTI**  
Founder, Eataly, Green Pea



**CONCETTA PETRARCA**  
Sales&Retail HSE Manager & R.S.P.P.,  
Lindt & Sprüngli Italia

## OUR OPINION LEADERS



ROBERTA TARICCO  
Store Project & Maintenance,  
Gruppo Miroglio

FILIPPO SERRA  
Head Of Real Estate,  
Tim Retail

ROBERTA REGIS  
Chief Transformation Officer,  
Prenatal Retail Group

LUCA MONTEMEZZO  
Head Of Global  
Design & Construction Procurement,  
Essilorluxottica

ENNIO FONTANA  
General Manager,  
Dsquared2

MASSIMILIANO NELLI  
Store Planning & Construction Manager,  
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# GET IN TOUCH WITH THE TEAM!

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SP-community



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