



THE HOSPITALITY
COMMUNITY.

ORGANIZED BY

ITALIAN
EXHIBITION
GROUP

Providing the future

8-10 OCTOBER 2025 | RIMINI EXPO CENTRE

INOUT

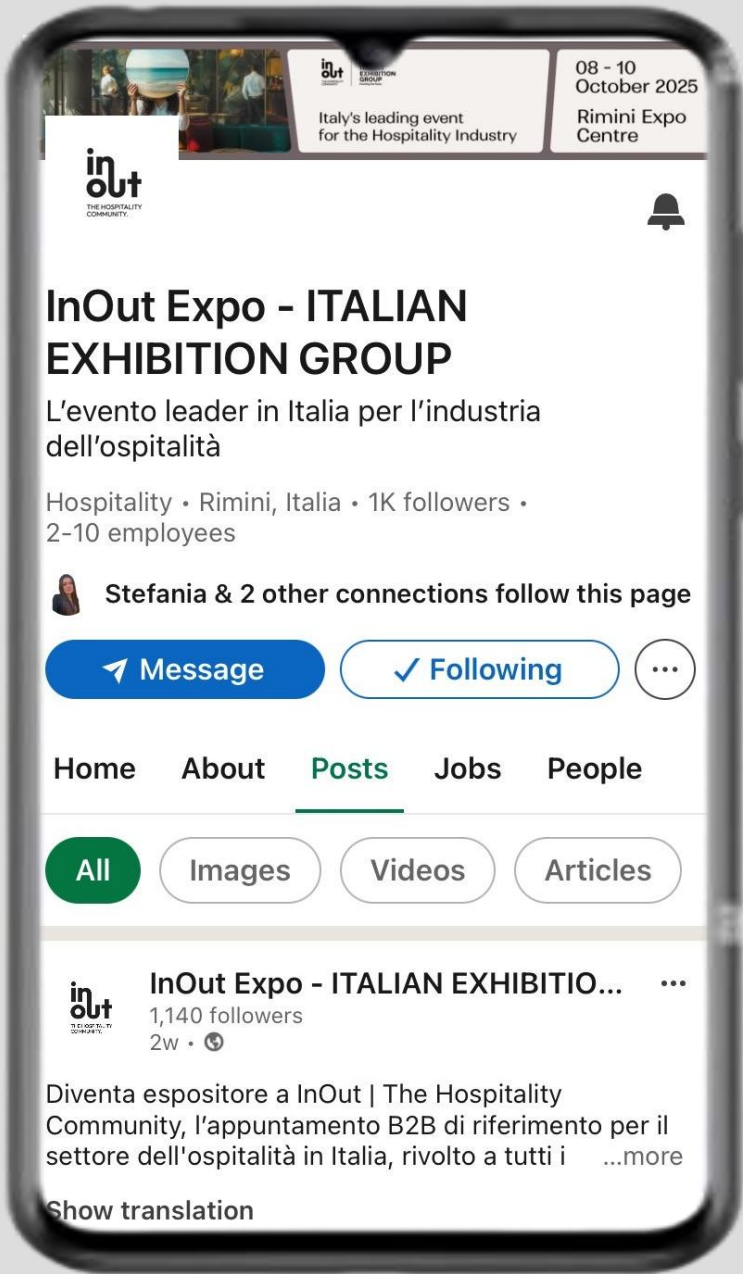
Italy's leading event for the Hospitality Industry

Social media channels

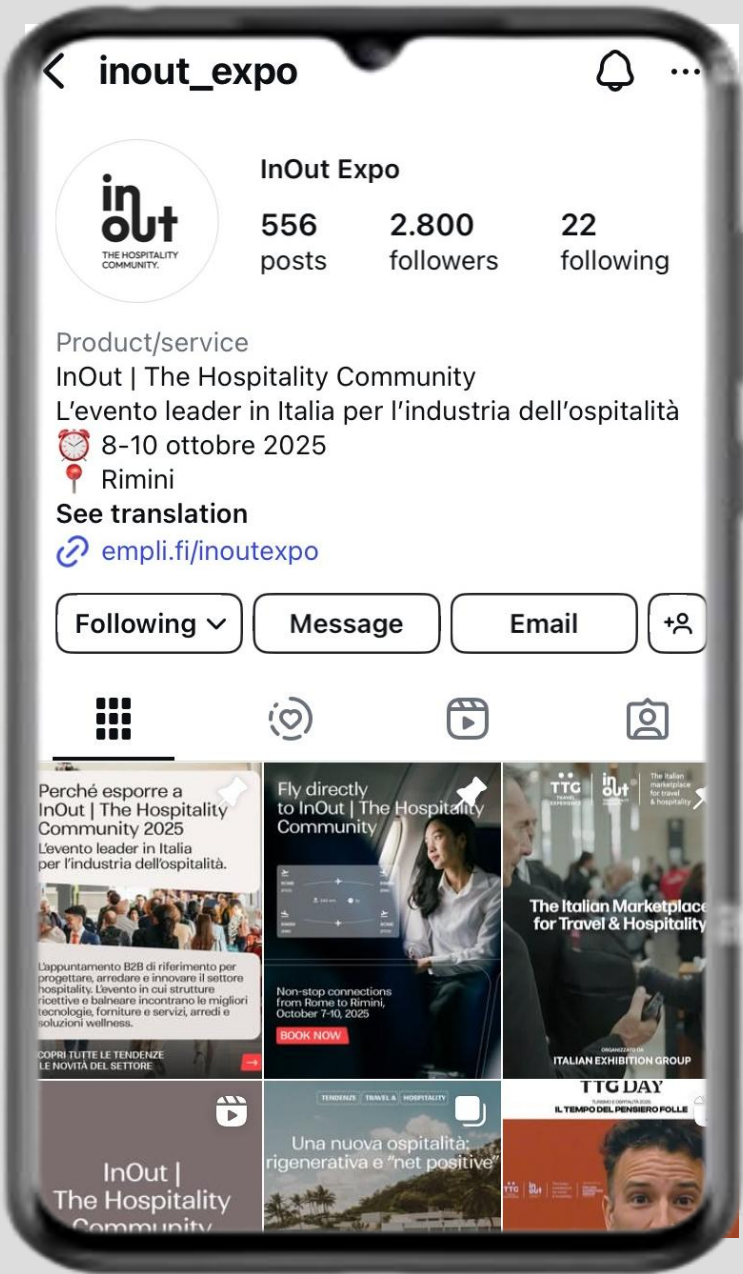
The following are the official accounts of the event.
Follow, mention and tag **InOut | The Hospitality Community**.



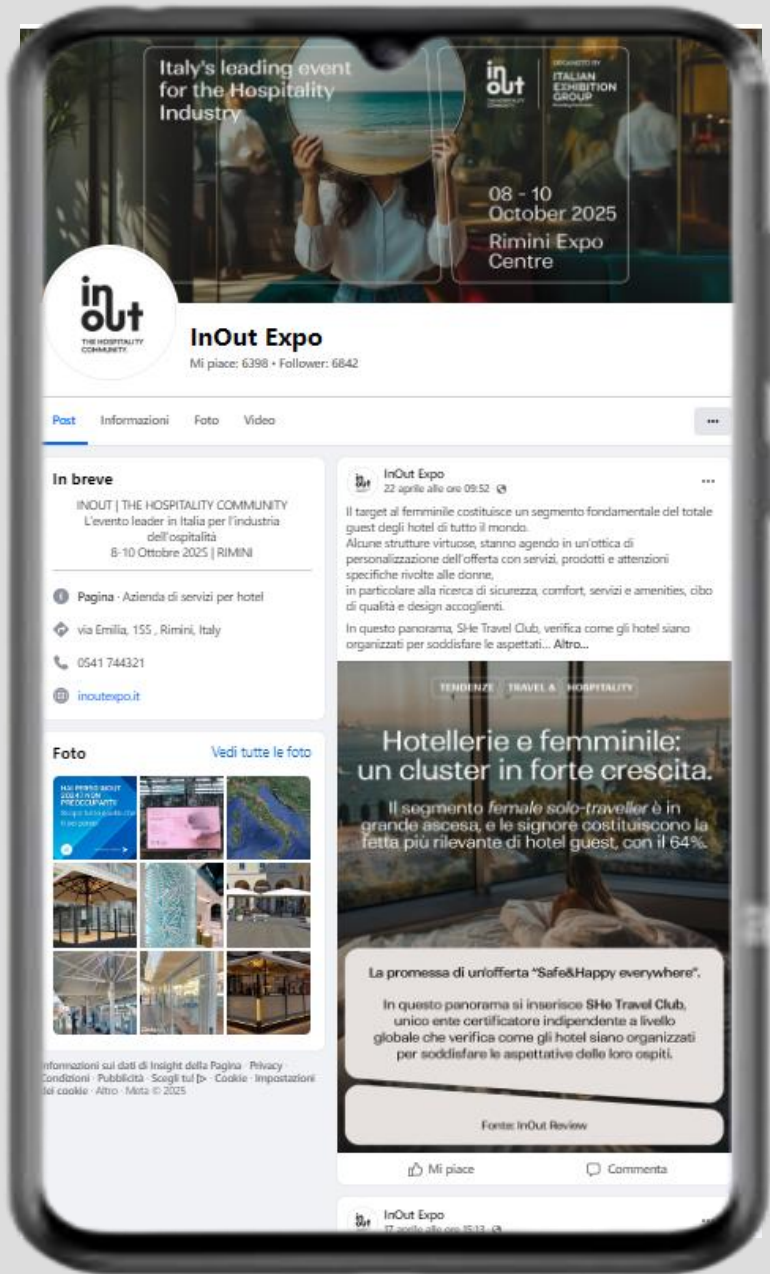
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Hashtags

The following are the official hashtags of **InOut | The Hospitality Community**.

We recommend using both hashtags when posting on social media.

#INOUTexpo

#IEGexpo



Where possible, we also recommend using a geographical tag referring to **Italian Exhibition Group, Rimini Expo Centre**, or the event **InOut | The Hospitality Community**.

Social media graphics

Download ready-to-use formats for sharing on your social media channels.



[DOWNLOAD](#)

FEED

4:5 format, suitable for Facebook, Instagram, LinkedIn feeds.



STORY

Vertical format, suitable for Instagram and Facebook stories.





DOWNLOAD

Banners

Download the following formats for a tailored use to your type of communication: email, website banner, etc.

120x600
FORMAT

300x300FORMAT



950x250FORMAT



728x90 FORMAT



Nice to know

AWAKE: THE MAIN THEME FOR 2025

As every year, the 2025 edition of TTG and InOut presents a **main theme** that guides the event's program. The 2025 theme marks a **moment of collective reawakening: we are in a new era.**

It is no longer possible to face the present with outdated languages and tools, because we are living in a new time—shaped by **geopolitical tensions**, **accelerated economic shifts**, and the strong emergence of **artificial intelligence** in decision-making processes. Everyone—businesses, institutions, territories—must **develop rapid interpretative and adaptive skills.**

AWAKE is born from this awareness: **we are no longer facing change, but inside it.** This allows us to ask new questions and act in the present, shifting from “what will happen?” to “**how do we decide to engage with what's happening?**”

Adapting is no longer optional—it is essential. Tourism, too, must face this complexity, redefining maps, destinations, and the relationships between territories and communities, **responding with new visions.**



The visual chosen to represent AWAKE conveys all of this: a **timeless and directionless landscape, intentionally reassuring.** An image that invites us to **face the unknown with positivity**, depicting the moment of awakening. It doesn't deny uncertainty—it makes it manageable.

It is our representation of the present: a time that can become fertile ground for deep transformation, an **opportunity to rewrite the way we live, travel, and do business.**

AWAKE is the **collective awakening to this new era**, and how we choose to experience it will make all the difference.

Thank You!