

INOUT THE CONTRACT COMMUNITY

The event for the
contract community

**in
out**
THE CONTRACT
COMMUNITY.

SIA
HOSPITALITY
DESIGN

**SUPER
FACES**

SUN
BEACH&OUTDOOR
STYLE

**green
scape**

organized by

**ITALIAN
EXHIBITION
GROUP**
Providing the future

The year of

UTØPIA

Live. Believe.

11 – 13
OCT. 23

RIMINI EXPO CENTRE

**SOCIAL
MEDIA
KIT**



Social channels

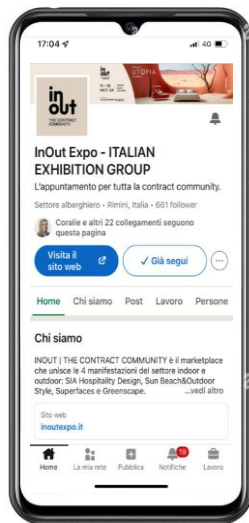


Here are the official accounts of the show.

Follow, mention and tag **INOUT | The Contract Community**



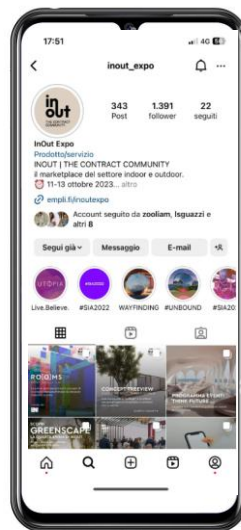
LINKEDIN
@InOut Expo



VISIT THE PAGE
Click [HERE](#)



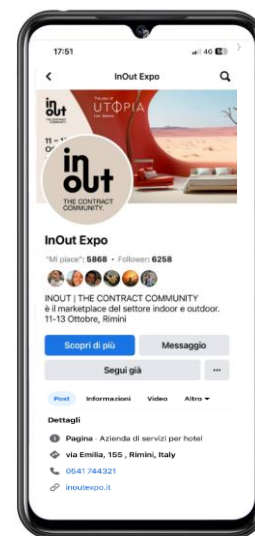
INSTAGRAM
@inout_expo



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VISIT THE PAGE
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Hashtag

Here are the official hashtags for
INOUT | The Contract Community

#INOUTexpo

#IEGexpo

We suggest using both hashtags for social publications.

#SIAexpo

#SUNexpo

#SUPERFACESexpo

#GREENSCAPEexpo

In addition, we suggest using the hashtag for the event you are interested in.



Where possible, we also suggest using a geographical tag referring **to Italian Exhibition Group, Rimini Expo Centre** or the event you are interested in.

Social Media graphics



Relating to **InOut | The Contract Community**

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



FEED

Square format suitable for Facebook, Instagram, LinkedIn feeds.

[Download](#)



STORY

Vertical format for Instagram and Facebook stories.

[Download](#)

The first card can be used individually, the second card exclusively with the first.

Social Media graphics



Relating to **SIA Hospitality Design.**

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FEED

Square format suitable for Facebook, Instagram, LinkedIn feeds.

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STORY

Vertical format for Instagram and Facebook stories.

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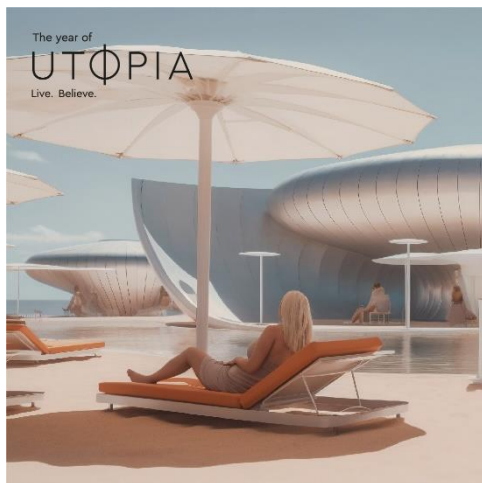
The first card can be used individually, the second card exclusively with the first.

Social Media graphics



Relating to **SUN Beach&Outdoor Style**.

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Social Media graphics



Relating to **Superfaces**.

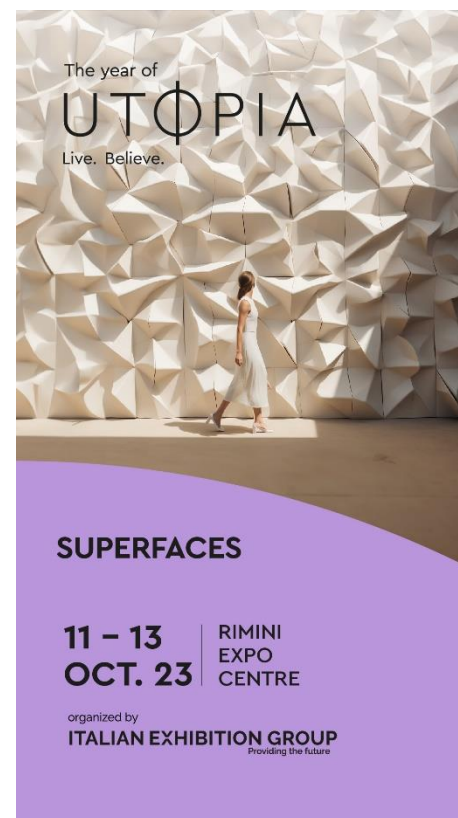
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STORY

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Social Media graphics



Relating to **Greenscape**.

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STORY

Vertical format for Instagram and Facebook stories.

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Banners

Download formats for use tailored to the type of communication: email, site banner, etc.



INOUT
BANNER IN VARIOUS FORMATS

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SIA HOSPITALITY DESIGN
BANNER IN VARIOUS FORMATS

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SUN BEACH&OUTDOOR STYLE
BANNER IN VARIOUS FORMATS

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SUPERFACES
BANNER IN VARIOUS FORMATS

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GREENSCAPE
BANNER IN VARIOUS FORMATS

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Nice to know

MAIN THEME FOR 2023: UTOPIA. Live. Believe.

TTG - INOUT 2023, Italy's leading marketplace for tourism and hospitality, has chosen Utopia as its main theme this year.

The term Utopia, understood in its positive meaning, emerges when used in the sense of a realisable ideal. It is no coincidence that the iconic phrase chosen to accompany the 2023 theme is borrowed from Oscar Wilde and emphasises how utopian thinking can culminate in full realisation, recalling that "Progress is the realisation of Utopia".

The tourism and hospitality industry is currently undergoing a transformation. No longer simply a means of escapism and a showcase of beauty, **the travel product is changing to meet the new challenges posed by the modern world.**

Companies in the sector are taking a fresh look at a time that sees them directly involved in the fight against climate change, gender inequality and the energy emergency. **It is the era of Utopia, understood as creativity geared towards the profound transformation of services, products, communication and sales strategies.**



The theme is represented by a visual in which a golden spiral – always been a symbol of harmony and perfection – is superimposed on an image created with fractals, the result of the interaction between human art direction and artificial intelligence. This union between the rationality of Greek thought and cutting-edge creative design gave rise to **a generative spiral of multiple**, possible utopian worlds inspired by a **new order for the development of the industry, businesses and products.**



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