

TOYS MILANO PLUS #4 Digital Edition

08 - 19 may 2023

FIND OUT WHAT THE FOURTH EDITION OF
TOYS MILANO PLUS IS AND HOW IT WORKS

official media partner



toysmilano.plus/en

TOYS MILANO PLUS
is our digital edition created to add
value (PLUS) and strengthen the classic
edition





NUMBERS OF THE THIRD EDITION

1.953
UNIQUE VISITORS

2.034
VISITS

10.421
PAGE VIEWED

218
PRODUCT SHEETS

33.000
PRODUCTS

37 COUNTRIES

The online edition was visited by 37 different countries (including Italy).

70% FOREIGN BUYERS



To meet the changing information needs of the industry, in May 2020 TOYS MILANO presented its new digital frontier: **TOYS MILANO PLUS**, a platform tailor-made for the web, which adds to (PLUS) and does not replace the value and features of the physical edition.

TOYS MILANO PLUS will be open for a limited period, two weeks from **8 to 19 May 2023**, allowing buyers and registered companies the opportunity to expand contacts and business relations.

TOYS MILANO PLUS consolidates a new service offered by **Salone Internazionale del Giocattolo**, in collaboration with **Assogiocattoli**, a new way of doing business up to date, exploiting the resources made available by the web.

Through a simple procedure, buyers from the sector will be accredited to visit **TOYS MILANO PLUS** and will be able to view in detail the offer proposed by the registered companies; in turn, the companies will have the opportunity to highlight their products, add descriptions and multimedia content, and directly contact the potential buyer interested in more information on what is presented.

TOYS MILANO PLUS breaks down geographical and temporal boundaries, representing an additional service and opportunity to increase contacts, business, synergies and relationships, multiplying advantages and opportunities: + contacts + offers + possibilities + time!



TOYS MILANO PLUS

the advantages of the digital edition

1. **ADDITIONAL (PLUS) EDITION** AND NOT A SUBSTITUTE FOR THE PHYSICAL EVENT
2. **VISIBILITY OF OWN BRAND AND PRODUCTS**
3. **EXPANSION OF CONTACT POSSIBILITIES AND INCREASED BUSINESS**
4. **RAPID CONTACT**, IN SMART MODE, WITH **NEW MARKETS AND BUYERS**
5. **PRODUCT ENHANCEMENT** THANKS TO A **FULLY CUSTOMISABLE SPACE BASED ON OWN NEEDS**
6. **DEDICATED COMMUNICATION** IN TRADE MAGAZINES, ONLINE CAMPAIGNS AND SOCIAL MEDIA
7. **NEWSLETTER CAMPAIGN**: sending "ad hoc" communications to the entire Buyers' DB with references to companies, special contents, functionalities. a continuous stimulus to "tell" the companies' news and products
8. **SPECIAL CONTENTS**: multi-level communication and updating tool. In addition to up-to-date information from the companies, the "**GET INSPIRED!**" section offers webinars, quality content and topics of interest to the sectors represented.



[DOWNLOAD HERE THE REPORT OF THE THIRD EDITION \(CLICK HERE\)](#)



TOYS MILANO PLUS

How it works

open area

generic content about the project and the online edition (info, buyers certification, and so on)

go social via social channels a visual content campaign will be launched with images from previous Toys Milano and Bay-B editions and the current digital edition.

GET INSPIRED! presentation of topics, content and additional insights to the digital edition. Access is restricted to registered users only.

indicizzazione & SEO: activities aimed at obtaining the correct detection, coding, analysis and reading of the website by search engines through their spiders.

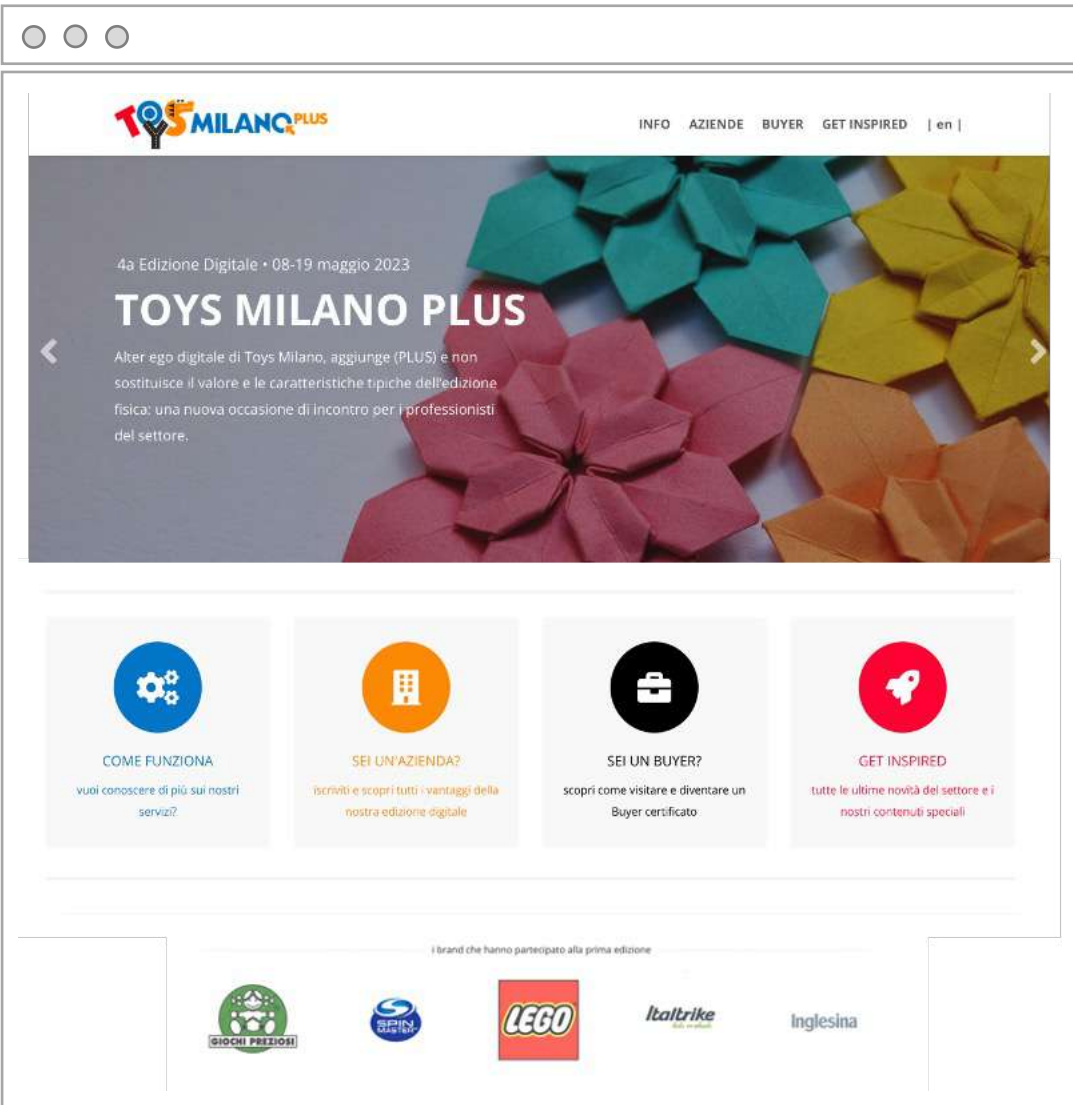
visibility by sector

The SPACE dedicated to the individual registered company can be reached within **its sector** and in the overall list of all companies present, always in alphabetical order.

focus-on

A further way of searching for and gaining visibility is offered by the «**FOCUS ON**» section (see PREMIUM and EXCLUSIVE packages)

a rotating selection of companies that will be able to secure greater visibility, supplemented by a dedicated DEM and social campaign.





TOYS MILANO PLUS

The company page

what it contains

- WELCOME: header with company name, claim and customisable profile image (see PREMIUM and EXCLUSIVE package)
- INFO: company card (information and logo)
- NEWS: product photo gallery in slider and full screen mode, product sheets and much more
- CONTACTS: address, contact person, etc.

interactions

the buyer can:

get in touch directly with the company, add the company to his or her favourites or contact it directly using the email in evidence or by accessing the references indicated by the company itself.

live whatsapp chat

on exhibition days, the concierge service will operate a live chat to support companies and buyers.



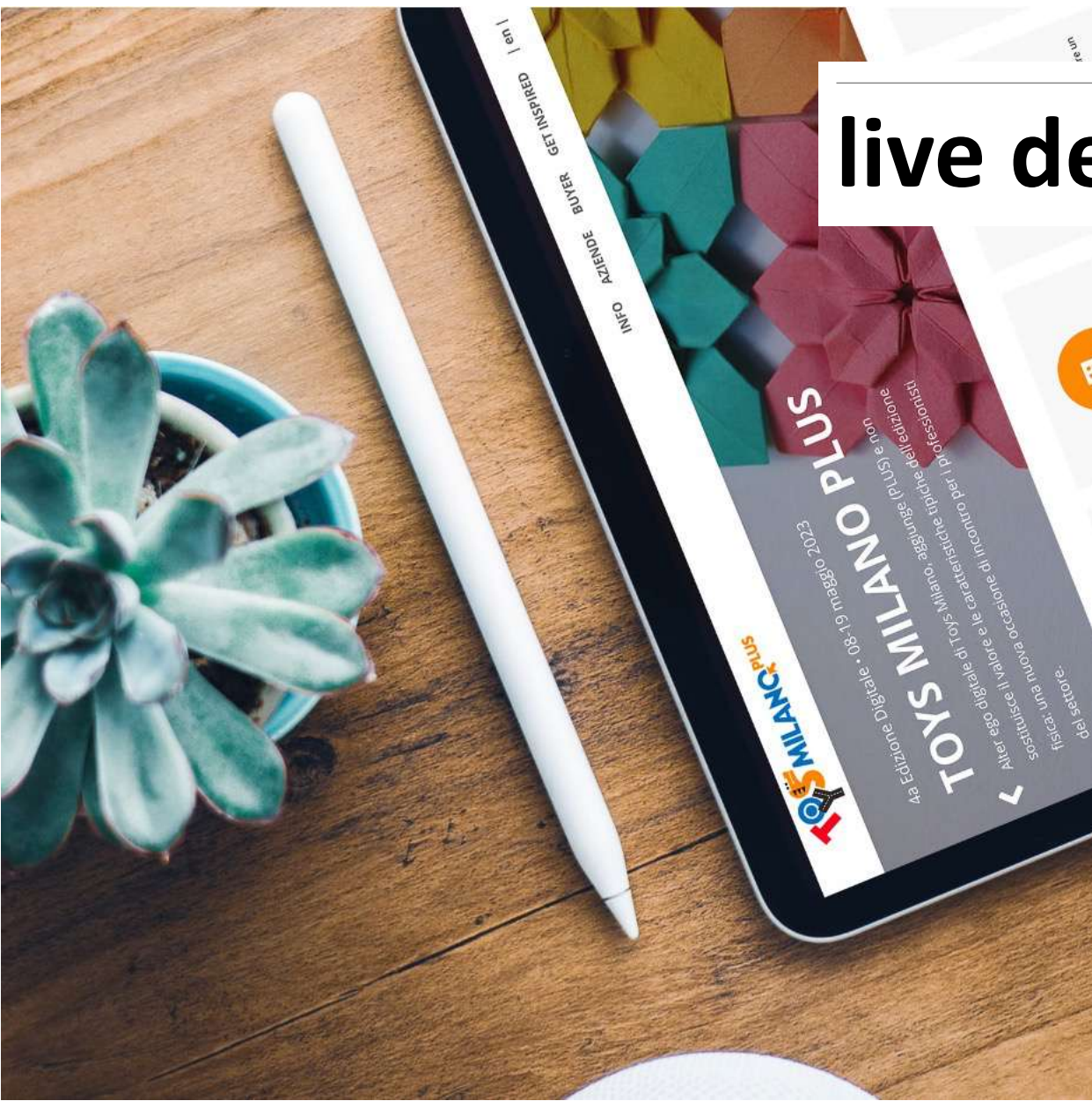


packages and services



PACKAGES DETAILS

	EXCLUSIVE	PREMIUM	BASIC
Logo in the home page	•	•	•
Logo in «FOCUS ON» page	2 weeks	1 week	
Company profile text	•	•	•
Company contacts (address, phone number, e-mail, website, ecc.)	•	•	•
Pictures in the slider (in addition to the company logo)	6	3	
Customisable header image	•	•	
Highlighted News	2	1	
Highlighted Videos	•		
Product sheet	6	3	1
NEWSLETTER before/during/after show - istitutinal	•	•	•
NEWSLETTER during show – dedicated to «FOCUS-ON» companies	2	1	
POST on Instagram + Facebook + LinkedIn – istitutinal	•	•	•
POST on Instagram + Facebook + LinkedIn – dedicated to «FOCUS-ON» companies	2	1	



TOYS MILANO PLUS

live demo

BASIC PACKAGE

DEMO TOYS: [click HERE](#)DEMO BAY-B: [click HERE](#)

PREMIUM PACKAGE

DEMO: [click HERE](#)

EXCLUSIVE PACKAGE

DEMO: [click HERE](#)



TOYS MILANO PLUS

A close-up photograph of a child's hands drawing on a worksheet with a red polka-dot pencil. The worksheet has a grid with lines and some colorful drawings.

contacts

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