EXPO FLOOR

Cinematography and production technologies inside Cinecittà's new Teatro 26.

EXPO AREA PRESENTATION

PHYSICAL STANDS / QUALIFIED INDUSTRY

Contents

01	**Scope**	Expo area and stands only
02	**Teatro 26**	The new Cinecittà as context
03	**Rome**	The industry converges in October
04	**Map**	A specialised and readable trade floor
05	**Stand**	From display to relationship
06	**Innovation**	Professionals and technology
07	**Audience**	Who walks the floor
08	**Opportunity**	Value for exhibitors
09	**Experience**	Flows, services and recognition
10	**Positioning**	A floor with a clear direction

16-17
OCTOBER

T26
CINECITTÀ

STAND
PHYSICAL

ROMA
INDUSTRY

A curated trade floor. Not a generic trade fair.

The CineVerse Expo Floor is dedicated to exhibitors: physical stands, brands, distributors, rental houses, services and infrastructure for image production. Its value comes from a clear scope and a selection aligned with the industry.

Every presence must make sense within a relevant industry conversation. Not a random collection of companies, but a map of the technologies and services shaping how images are produced today.

COVERED IN THIS DOCUMENT

- Individual stands and island solutions.
- Exhibitor categories and visitor journey.
- Professional audiences and productions.
- Opportunities for brands, distributors and rental houses.
- Floor infrastructure and recognition.

OUTSIDE SCOPE

- The Tech Room and dedicated demonstration areas.
- Programmes and activities from the other areas.
- The overall CineVerse project presentation.

HERE THE PRODUCT IS NOT OUT OF CONTEXT. IT SITS WITHIN THE INDUSTRY THAT CHOOSES, USES AND TRANSFORMS IT.

The value of T26 is forward-looking.

Teatro 26 does not use nostalgia as scenery. Its strength lies in being a new, technologically advanced sound stage that represents Cinecittà's current development and future direction.

01 **A contemporary venue**

A new setup that gives the Expo Floor a contemporary, industrial and unconventional identity.

02 **Inside a film-production hub**

The stand is not placed in a neutral convention centre, but inside an active production infrastructure.

03 **Sound-stage scale**

Architecture, height and spatial perception strengthen products, installations and brand presence.

04 **The new Cinecittà**

T26 makes a transition visible: from the symbolic strength of the location to its technological evolution.

NOT A PLACE THAT ONLY SHOWS WHAT CINECITTÀ HAS BEEN. A PLACE THAT SHOWS WHERE IT IS GOING.

When Rome talks about cinema, the Expo Floor shows how.

On 16 and 17 October 2026, the Expo Floor sits within the period when Rome concentrates attention, professionals and productions: during the Rome Film Fest and immediately before MIA - Mercato Internazionale Audiovisivo.

AN ESTABLISHED INDUSTRY CITY

- Productions, rental houses, service companies and post-production already rooted in Rome.
- Professionals and departments working consistently in the capital.
- A new audiovisual generation already based in the area.
- An ecosystem capable of creating meetings before and after the visit.

AN INTERNATIONAL WINDOW

- Rome Film Fest: 14-25 October 2026.
- MIA: 19-23 October 2026.
- Industry professionals, productions and market players already converging on the city.
- Direct access to Cinecittà via Metro A.

ROME IS NOT ONLY THE CITY HOSTING THE EXPO FLOOR. IT IS PART OF THE OPPORTUNITY.

2026 CALENDAR / ROME FILM FEST AND MIA

Every exhibitor has a context.

The floor is organised as a readable map of the production chain. Categories help visitors navigate and allow every brand to be seen alongside genuinely relevant counterparts.

01 **Camera & Image Capture**
Sensors, camera bodies and image-capture systems.

02 **Lenses & Optical Systems**
Lenses, filters, accessories and image control.

03 **Lighting & Control**
Lighting, power, control and colour management.

04 **Grip, Motion & On-Set**
Support, movement and operational on-set solutions.

05 **Monitoring, DIT & Workflow**
Monitoring, data management and workflow continuity.

06 **Color, Post & Data**
Colour pipeline, post-production and data infrastructure.

07 **Production Futures**
Virtual production, AI and emerging technologies.

08 **Rental, Services & Infrastructure**
Rental, services, production and industry support.

A SPECIALISED FLOOR WHERE EVERY EXHIBITOR IS PART OF A RELEVANT INDUSTRY CONVERSATION.

A physical stand.
A professional function.

The stand is where a product is seen, explained, tested when compatible with the layout and connected to a real need. Not a wall of logos, but an interface between company and industry.

SEE

Display

Product, system and brand identity within a recognisable space.

UNDERSTAND

Context

Function, workflow and value explained by knowledgeable people.

COMPARE

Dialogue

Questions from professionals, departments, rental houses and productions.

CONNECT

Contact

Commercial, technical and project relationships to continue.

EXHIBITION PRINCIPLE

Value does not lie in the number of objects displayed, but in the stand's ability to make a technology understandable, relevant and memorable.

Professionals inspire technology. Technology opens new paths.

The Expo Floor makes a reciprocal relationship visible. On-set needs guide research and development; new tools reshape languages, processes, timing and production possibilities.

01 **Image Capture**

Formats, sensitivity, texture and rendering become new creative and production possibilities.

02 **Light & Control**

Colour quality, efficiency and remote control change the way lighting is designed.

03 **Workflow & Data**

Monitoring and continuity between set and post reshape responsibilities, timing and decisions.

04 **Production Futures**

Virtual production, AI and automation raise new questions about skills and feasibility.

INNOVATION HAS VALUE WHEN IT ENTERS THE REAL PROCESS THROUGH WHICH IMAGES ARE CONCEIVED AND PRODUCED.

Who decides.
Who uses. Who comes next.

IMAGE PROFESSIONALS

- Cinematographers and directors of photography.
- Camera operators, focus pullers and assistants.
- DITs, gaffers, colourists and technical departments.
- Directors and professional filmmakers.

PRODUCTION AND INDUSTRY

- Producers, line producers and production managers.
- Rental houses, service providers and post houses.
- Brands, distributors and technology partners.

EMERGING PROFESSIONALS

- Advanced students and entry-level assistants.
- Emerging filmmakers and videomakers.
- Specialist creators focused on audiovisual craft and language.
- Young production companies and new decision-makers.

WHY IT MATTERS

The floor brings together those who choose, buy, use and influence technologies, and those who will enter the industry in the years ahead.

DECISION-MAKERS. PRACTITIONERS. PRODUCTIONS. THE PROFESSIONALS OF TOMORROW.

More than booth traffic. Qualified discovery.

For an exhibitor, being inside Teatro 26 means occupying a specialised environment where the brand can be seen, understood and connected with genuinely useful counterparts.

01 **Qualified visibility**

Recognition within a high-value venue and a specialised industry floor.

02 **Relevant contacts**

Relationships with professionals, departments, rental houses, service companies and productions.

03 **Commercial discovery**

Products and solutions meet real needs, projects and counterparts.

04 **Market listening**

Direct feedback from those who use technologies and influence their evolution.

05 **Industry positioning**

The brand enters a credible narrative around cinematography and production.

06 **Next-generation dialogue**

An early relationship with tomorrow's professionals and decision-makers.

THE VALUE IS NOT THE NUMBER OF PEOPLE WHO PASS. IT IS THE QUALITY OF WHAT CAN BEGIN.

From entry to contact.

Exhibition quality depends on what visitors see and how easily they can navigate. The floor is designed as a professional journey, not as a sum of square metres.

01	**Orientation**	Categories, signage and directory make the floor immediately readable.
02	**Discovery**	Stands and islands create a route through complementary products, services and systems.
03	**Interaction**	The space encourages conversations, compatible demonstrations and targeted meetings.
04	**Continuity**	Accreditation, authorised contacts and follow-up turn the visit into a relationship.

EXHIBITION INFRASTRUCTURE

STANDS / POWER DISTRIBUTION / AISLE LIGHTING / CARPET / CONNECTIVITY / FLOWS AND SAFETY

EXHIBITION MANAGEMENT AND VISITOR FLOW / SCS - EUROCINE

THE FLOOR WHERE CINEMA MOVES FORWARD

An expo area where the future of production meets those who build it, choose it and will use it.

T26

A new, productive and technologically driven Cinecittà.

EXHIBITORS

Physical presence, qualified contacts and industry relevance.

INDUSTRY

A place where professional practice and innovation influence each other.

BE PART OF THE EXPO FLOOR AT TEATRO 26.