

SaMoTer

INTERNATIONAL CONSTRUCTION EQUIPMENT
TRADE SHOW



**KEEP-ON
BUILDING**

6/9 MAY 2026

VERONA/ITALY

EXHIBITION PARTNER



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Organized by
veronafiere
Trade shows & events since 1898

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ROAD TO SAMOTER 2026

Part 1

Facts&Figures 2023,
product sectors, strategic initiatives
and layout

FACTS & FIGURES 2023

41.200

specialist visitors from 91
countries

1.900

specialist international visitors

536

Exhibitors,
including 115 international
from 23 countries

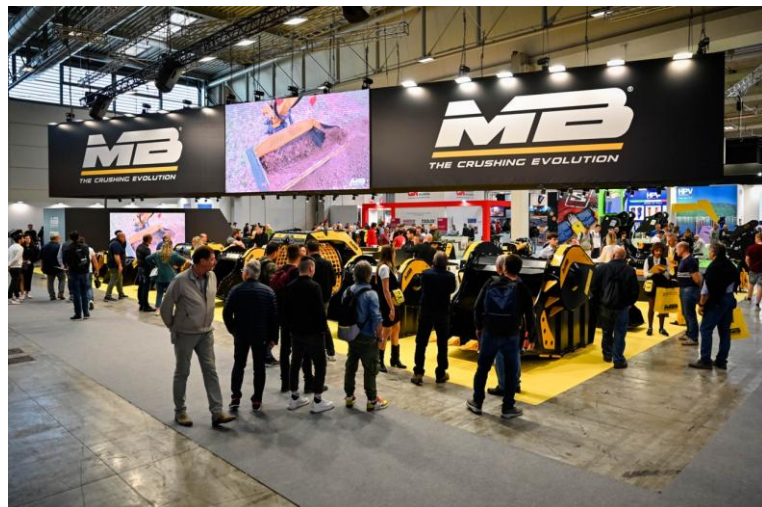
500

B2B Meetings organised with over
106 top international buyers

80

Training initiatives and
educational events

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EXHIBITION PARTNER

PRODUCT SECTORS

EARTH MOVING

LIFTING

*CRUSHING /
DEMOLITION*

CONCRETE

*QUARRY /
SITE VEHICLES*

*COMPONENTS,
ENGINES, SPARE PARTS*

DRILLING

SERVICES AND ICT

PAVING

**SAMOTER
DIGITAL**

**DIGITAL
SITE**

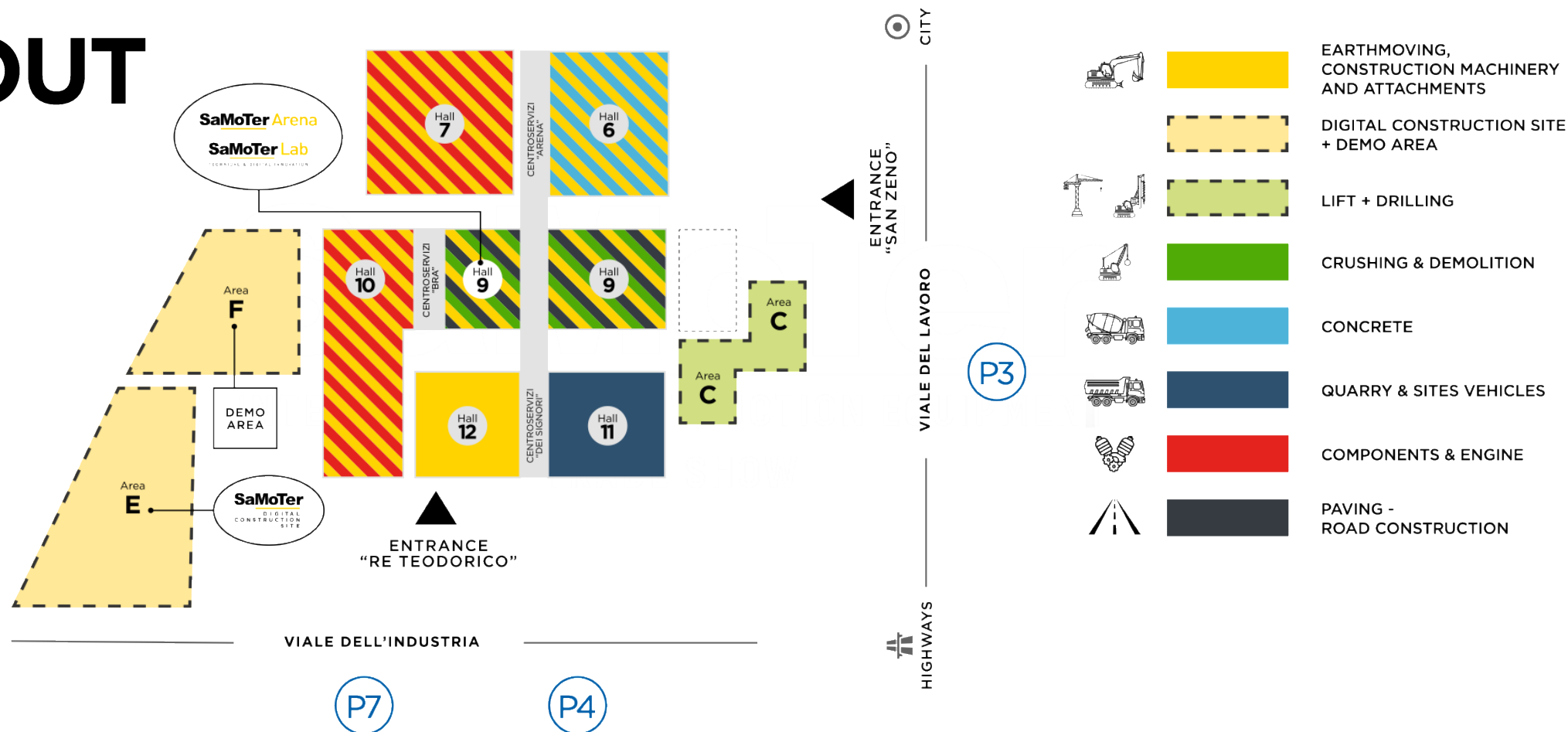
**DEMO
AREA**

**SAMOTER
ACADEMY**

NEW

EXHIBITION PARTNER

LAYOUT



EXHIBITION PARTNER

SaMoTer

A C A D E M Y

EXHIBITION PARTNER

SaMoTer

ACADEMY

The **SaMoTer Academy** was set up as an effective response to a crucial challenge in the construction machinery sector: **the gap between supply and demand of qualified operators.**

This structural problem affects the market, limits competitiveness not only of exhibitors but also their clients - the professional visitors attending SaMoTer.

And this topic is only partially addressed by private initiatives and in any case by no means in an organic manner throughout the country

The project seeks to offer an innovative solution to lay the foundations for **structured recruitment** of school-age students and **high-quality training**, as well as:

- *respond to market demand for exhibitors. at SaMoTer 2026 which are also Sponsors of the SaMoTer Academy, and their clients*
- *adapt quickly to market needs by directly involving experts sent by Sponsor companies as lecturers, thereby unquestionably offering additional and important added value compared to other private initiatives.*

SaMoTer

A C A D E M Y

Study Path

Grade II Secondary School

Teaching Structure

Professional Institute

At the end of the **five-year study cycle**, the Institute awards **diplomas in:**

- 1. Qualified Construction Machinery Repair Technician**
(Earth-moving, Lifting, Crushing and Demolition Machinery, Concrete, Quarry and Construction Site Vehicles; Drilling, Road, Logistics)
- 2. Qualified Construction Machinery operator**
(Earth-moving, Lifting, Crushing and Demolition Machinery, Concrete, Quarry and Construction Site Vehicles; Drilling, Road, Logistics)

SaMoTer

A C A D E M Y

Strategic Objectives for SaMoTer:

- **Support Exhibitors who sign up for the annual sponsorship programme:** train professional Qualified Construction Machinery Repair Technicians and Qualified Construction Machinery Operators as vital professional figures for the future budget sustainability of exhibitors and their clients.
- **Share the perception of value among professional visitors: the SaMoTer Academy** intercepts and responds to the needs of people who purchase machinery and technologies from Exhibitors at SaMoTer who are also looking for young specialists.

For SaMoTer Exhibitors who sign up for the annual SaMoTer Academy sponsorship programme:

1. Sending qualified personnel
2. Sending equipment and technologies for training
3. Increased brand value
4. Brand visibility

SaMoTer **Lab**

TECHNICAL & DIGITAL INNOVATION

SaMoTer Lab will stand out again in 2026 as a strategic landmark for the sector by promoting dialogue between technology producers, professionals, managers, operators and construction companies.

SaMoTer **Arena**

Meetings will be held in the SaMoTer Arena (Show Hall 9) - the main forum of the event - in a setting specifically for sharing content and discussing innovation, sustainability, automation, digitalization, safety and efficiency. The objective is to promote the development and growth of the entire sector.

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EXPANSION OF THE **DIGITAL SITE***

In 2026, SaMoTer will expand the Digital Construction Site - SaMoTer Lab's demo area - turning it into a fully automated exhibit.

Mission

Demonstrate typical construction site tasks several times a day to highlight the advantages offered by advanced technologies in terms of productivity, quality and safety.

Obiettivi

Provide a realistic, full-immersion experience to promote the potential of the construction sector's most innovative technologies, thereby responding to the needs of companies and the overall sector.

* in collaboration with **SDR COMMUNICATION** and **QDMT**

SaMoTer
**DIGITAL
CONSTRUCTION
SITE**



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THE PROJECT AND ACTION*

SaMoTer
DIGITAL
CONSTRUCTION
SITE

1. INCREASE PRODUCTIVITY

- reduce work times
- optimise resources
- operating precision

2. ENSURING ON-SITE SAFETY

- reduce risks for operators
- real-time control
- on-the-job training

* In collaboration with **SDR COMMUNICATION** and **QDMT**

EXHIBITION PARTNER

ACTION*

3. ENVIRONMENTAL SUSTAINABILITY

- lower environmental impact
- recycling and reuse
- lower consumption of resources

4. EDUCATE AND INVOLVE

- practical demos
- training and networking
- spreading innovation culture

* In collaboration with **SDR COMMUNICATION** and **QDMT**

SaMoTer
DIGITAL
CONSTRUCTION
SITE

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ROAD TO SAMOTER 2026

Part 2

Incoming specialist operators

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#ROADTOVERONA

- Analysis & development of across crossways clusters thanks to Veronafiore's B2B product synergy: SaMoTer, Marmomac, Fieragricola
- Targeted incoming action in several top priority areas such as the Balkans, the Maghreb area and in Central Northern Europe
- Synergy with ICE, Italian Trade & Investment Agency , for Developing Countries covering South East Asia and South America
- Organization of B2B meetings on the stands of delegations profiled by product category

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ROAD TO SAMOTER 2026

Part 3

Run-up events

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A qualified international showcase of **technical and technological evolution in the construction machinery sector**: machinery, equipment, plant and prototypes characterised by new design or practical innovations in use, as well as fundamental improvements to existing machines. **The award ceremony will take place during the networking dinner with companies and journalists attending SaMoTer B2Press.**



A **networking event involving journalists from the most authoritative Italian and international publications** in the construction sector which includes a day of one-to-one meetings between exhibitors and the press, organized in 10/15 minute sessions. Companies will thereby have the opportunity to previews the main content of their technological proposals and highlight the products they will present at SaMoTer.



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SaMoTer

DAY

The essential annual appointment for updates in the construction machinery market in Italy and worldwide.

SaMoTer Days are the perfect opportunity for presenting data on sector trends and forecasts in the UNACEA – CER.

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ROAD TO SAMOTER 2026

Part 4

Set-up solutions

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PARTICIPATION FEES

REGISTRATION FEES

- Registration fee for Direct Exhibitors 650,00 € + VAT
- Registration fee Represented Companies/Co-exhibitors 400,00 € + VAT / each

7 NOVEMBER 2025: deadline to benefit from special discounted rates and register at the exhibition

EXHIBITION AREA

Rates per square metre – space only

INDOOR AREA

	applications BY 07/11/2025	applications AFTER 07/11/2025
from 16 to 64 sq.m.	154,00 € + VAT	169,00 € + VAT
from 65 to 200 sq.m.	146,00 € + VAT	159,00 € + VAT
from 201 to 500 sq.m.	139,00 € + VAT	151,00 € + VAT
over 500 sq.m.	134,00 € + VAT	145,00 € + VAT

OUTDOOR AREA

	applications BY 07/11/2025	applications AFTER 07/11/2025
from 50 to 200 sq.m.	86,00 € + VAT	91,00 € + VAT
from 201 to 500 sq.m.	81,00 € + VAT	86,00 € + VAT
over 500 sq.m.	76,00 € + VAT	81,00 € + VAT

DEMO AREA

Dynamic areas are outdoor demo areas where self-propelled or in motion machines – upon reservation and assignment of a static exhibition space
10,00 € + VAT per sq.m.

PLEASE NOTE:

- *Minimum exhibit space for indoor area: 16 sq. m. (4x4 metres with 1 open side)*
- *Minimum space for a stand with 2 open sides (if available): 32 sq. m.*
- *Minimum exhibit space for outdoor area: 50 sq. m.*
- *No surcharge for double decker stands*
- *The above-mentioned rates do not include stand fittings (i.e.: partition walls, electric plant, carpet, furniture).*

CUSTOMIZED EXHIBITION SETUPS

Customized Exhibition Stands Designed and built by **Veronafiore Servizi S.P.A.** using innovative technical-aesthetic solutions provided by fitting companies in the **VERONAFIERE S.P.A. GROUP.**

Services offered:

Attendance packages: show Area + ready-to-use stand

Technical services included: Wi-Fi, electricity, cleaning

Visibility packages for additional promotion

Catering service for events and stands

Conference rooms are available for meetings, company presentations and press conferences

Hotel reservation support via Veronafiore's online booking service

Buyers' Club for exclusive networking opportunities

Customized and tailor-made services for exhibitors

SaMoTer

INTERNATIONAL CONSTRUCTION EQUIPMENT
TRADE SHOW



THANK YOU

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CECE
COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT

UNA
CEA



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Trade shows & events since 1898