

65° SIMPOSIO AFI

10-11-12 GIUGNO 2026



Associazione Farmaceutici Industria
Società Scientifica

Dear Sir or Madam,

The AFI Symposium is a unique event where, **combining an exhibition and a conference**. For over 60 years, it has been a key reference point for all stakeholders in the Pharmaceutical Industry.

The 2025 edition recorded an attendance of **2,000 participants and 148 exhibitors**. The dedicated website generated 16,000 visitors throughout the year, with nearly 70,000 page views. **The social media plan on LinkedIn** developed through approximately 220 posts, including those dedicated to exhibitors, with a total of 200,000 views.

The 65th AFI Symposium will be held from June 10th to 12th, 2026, at the Palacongressi in Rimini.

The **programme** will be based on highly topical scientific content, **with a focus on digitalization** and competitiveness **in the** healthcare industry, **delivered during scientific sessions and lectures, with the participation of speakers from companies, institutions, universities and national and international trade associations**. The programme will also include corporate workshops, **which will open the event as usual on Wednesday morning**.

The Exhibition Area has been **reconfirmed** and further expanded, **with the layout of spaces** specifically designed to **ensure the most interactive, dynamic, and personalised visitor experience, with the specific aim of facilitating networking and business creation opportunities. The institutional corners and a series of parallel events have also been reconfirmed, which will make the Exhibition Area lively and vibrant**.

To promote the event and enhance the visibility of exhibiting companies, a website and a mobile app entirely dedicated to the AFI Symposium will be available. A substantial editorial plan will be also structured through AFI's social media profiles and mailing lists.

Hoping to count on your company's participation as an exhibitor at the 65th AFI Symposium, I am enclosing the necessary registrations forms, which entitle you to:

- Rental of a **pre-fitted 9 sq.m (3x3)** lacquered stand in the exhibition area, **as per the attached floor plan**, including: electricity, one table, two chairs, two wall shelves, one LED spotlight (two for corner stands open on two sides), one 220V power strip with three sockets, one stool and one coat rack, and a 100x50x100H **reception desk customised** with the company logo (as **per the attached layout**).
- **Free participation for one representative** in the scientific sessions, three lunches, the Beach Party, and the Gala Dinner (**only one free place is available per stand booked**)
- Discounted participation fees for all other collaborators attending the Scientific Sessions.
- Systematic distribution of newsletters to all AFI members and Symposium registrants, in which sponsors may include articles on their most interesting innovations presented during the event.
- Creation of a dedicated company page on the Symposium website (**the basic page template includes** company logo, **company references**, company description, and promotional image gallery).

The forms include:

Attachment 1 – Participation form: to be sent to the Organizing Secretariat, New Aurameeting, to the attention of Elena Pelosi, by email at e.pelosi@newaurameeting.it. Acceptance of bookings will be determined based on the order of receipt.

Attachment 2 – Exhibition area floor plan: the area dedicated to booths, the central hub of the AFI Symposium, around which all program activities revolve.

Attachment 3 – Booth layout plan.

I look forward to receiving your confirmation of participation in our prestigious annual event. On behalf of the Scientific Committee and the Organising Committee, I send you my warmest regards.

AFI President
Giorgio Bruno