

Paint & Coatings Italy

SUPERSTUDIO MAXI, Milano

21 – 22 October 2026



Price List *

Founding Exhibitors

Early Booking Discount

Book before 23 January 2026

Shell Scheme

€320 per m² for the first 9m²

€290 per m² thereafter

Standard Rate

Shell Scheme

€345 per m² for the first 9m²

€315 per m² thereafter

Regular Exhibitors (5 years)

Early Booking Discount

Book before 23 January 2026

Shell Scheme

€340 per m² for the first 9m²

€310 per m² thereafter

Standard Rate

Shell Scheme

€375 per m² for the first 9m²

€335 per m² thereafter

Recent Exhibitors (3 - 4 years)

Early Booking Discount

Book before 23 January 2026

Shell Scheme

€370 per m² for the first 9m²

€340 per m² thereafter

Standard Rate

Shell Scheme

€395 per m² for the first 9m²

€365 per m² thereafter

Returning Exhibitors (2 years)

Early Booking Discount

Book before 23 January 2026

Shell Scheme

€420 per m² for the first 9m²

€390 per m² thereafter

Standard Rate

Shell Scheme

€440 per m² for the first 9m²

€410 per m² thereafter

New Exhibitors

Early Booking Discount

Book before 23 January 2026

Shell Scheme

€440 per m² for the first 9m²

€410 per m² thereafter

Standard Rate

Shell Scheme

€460 per m² for the first 9m²

€430 per m² thereafter

For Recent, Returning and New Exhibitors - AssICC members get €20 per m² discount on their stand price.

Shell Scheme package includes (per 9m²):

Basic Shell Scheme Structure

Fascia Board

Catalogue Entry

Exhibitor Manual

Basic Stand Cleaning

1 x Table

2 x Chairs

1 x Spotlight per 3sqm

1 x 1kW Socket Outlet

1 x Waste Bin

1x Coat Hanger

Lead Generation WebApp

*Tier Price list based on continuous participation

Space Only – 10€ less per m² on the indicated prices.