



WHERE AND WHEN

- ISSA PULIRE 2025 is aimed at professional operators in the cleaning and professional sanitation sector.
- It takes place every two years at the Fiera Milano exhibition center in Rho-Pero, Strada Statale del Sempione, 28 – 20017 Rho (MI) [How to Get There](#)
- 2025 Edition: May 27 - 29
- Pavilions: 8 – 12 (Ponte dei Mari) [Exhibition Center Map](#)
- Pedestrian entrances: East Gate, West Gate, South Gate
- To participate as an exhibitor: info@issapulire.com +39 02 6744581

EVENT HOURS

	VISITORS	EXHIBITORS
TUESDAY 27	from 10:00 am to 6:00 pm	from 9:00 am to 7:00 pm
WEDNESDAY 28	from 10:00 am to 6:00 pm	from 9:00 am to 7:00 pm
THURSDAY 29	from 10:00 am to 5:00 pm	from 9:00 am to 6:00 pm

SETUP AND DISMANTLING HOURS

The setup and dismantling hours are available at the following [LINK](#)

EXHIBITOR PORTAL & E-SERVICE FIERAMILANO

Fiera Milano will send all exhibitors an email that will allow them to **activate the Fiera ID, which are the credentials to access the online platform “Exhibitor Portal” of Fiera Milano.** Here you will find some useful tools for participation, such as the ability to download exhibitor badges, purchase parking, request quotes, and confirm technical and other commercial services.

These are some of the main features:

- **Mandatory documents** (to be completed online)
- **Services** such as catering, furniture rental, hostess service, etc.
- **Vehicle passes** for setup and dismantling days and parking for the fair days (purchasable from e-service)

Fiera Milano S.p.A. will charge for additional services and supplies through a statement that will be published on the Exhibitor Portal; the exhibitor can make the payment directly from their location via bank transfer or credit card by accessing the site on the Exhibitor Portal, or by presenting the statement at the bank agencies present in the Exhibition Center.

DIGITAL PLATFORM ISSA PULIRE 2025

The digital platform is an interactive online tool that allows exhibitors to create a detailed profile, view the location of their stand, upload product information, videos, links, and social media.

Platform Features

- Exhibitor Profile: Each exhibitor can create a detailed profile that includes company information, products, videos, links, and social media.
- Stand Location: The platform allows exhibitors to view the exact location of their stand within the pavilion, making it easier for visitors to find them.
- Product Catalog: Exhibitors can upload detailed descriptions of their products, images, and demonstration videos to attract visitor interest.

EXHIBITOR BADGES

Each exhibitor can print the following quantities of badges directly from the Fiera Milano Exhibitor Portal, using the EXHIBITOR BADGES TOOL (after entering the first and last name of each participant), with the number of badges issued proportional to the area occupied:

- Stand up to 32 sqm: 4 badges
- Stand from 33 to 64 sqm: 8 badges
- Stand from 65 to 96 sqm: 12 badges
- Stand from 97 to 128 sqm: 16 badges
- Stand from 129 to 160 sqm: 20 badges
- Stand from 161 to 224 sqm: 24 badges
- Over 224 sqm: 30 badges

Each co-exhibitor will have 1 badge available.

Exhibitor passes are also valid during the setup and dismantling phases.

EXHIBITOR PARKING PASS

The purchase of the parking pass, valid for the entire duration of the event, can be made directly through the "Purchase in E-service" section of the Exhibitor Portal in the "PARKING" tool, by selecting the "EXHIBITIONS CARS PARKS" option.

Once assigned, car parking passes will be available in the Exhibitor Portal within the "EVENT DAYS PARKING" card section.

The parking assignment is not simultaneous with the order. The process will be completed in the necessary time to perform the license plate entry operation before the start of the event.

CATERING AT THE STAND

Fiera Milano provides catering and food services to exhibiting companies through the exhibitor portal in the dedicated section and/or by contacting ristorazione@fieramilano.it tel. 02. 4997.6365/7425/7805 – <https://ristorazione.fieramilano.it>

For catering companies external to the Fiera Milano Group and exhibitors who independently serve beverages and food, access and supply of these items are allowed through the payment of the relevant access passes along with the presentation of the necessary documentation.

The procedure can be viewed on the Exhibitor Portal: from the homepage > manage card > mandatory documents section > catering and/or in the Fiera Milano Technical Regulations.

SERVICES FOR PEOPLE WITH DISABILITIES

For people with disabilities: download the [procedure for parking](#) ticket reimbursement.

The ["Without Barriers"](#) guide, which illustrates all the services available for people with disabilities, is also available.

MINORS

Ages 11 to 17 can enter, accompanied, after online registration. Children under 11 years old cannot enter the event unless the "declaration of responsibility" is completed at the reception by the pre-registered accompanying person.

ANIMALS

Entry is not allowed for animals of small, medium, or large size.

CLOAKROOM SERVICE

The reception of pavilions 8-12 is equipped with a cloakroom and paid luggage storage.

WI-FI

Free Wi-Fi in all pavilions.

VISITORS

The event is reserved for PROFESSIONAL OPERATORS.

EXHIBITORS' ASSISTANCE

	FOR INFORMATION ON	CONTACT	LINK
CUSTOMER SERVICE	● Technical services at the fair (electrical connections, mandatory certifications, floor utilities, technical questions) ● Extension or advance of setup hours ● Delivery of ordered materials (e.g., flowers, audio/video equipment)	FIERA MILANO Pre-fair Assistance – Customer Service +39 02 4997 7528 / 7877 / 7711 / 6798 / 6358 / 7430 / 6685 issapulire@customerservice.fieramilano.it On-site Assistance Customer Service – Exhibitor Assistance EAST: Corso Italia East Hours: 8:30 AM to 6:30 PM on setup and dismantling days During the event, it follows the exhibition hours	CUSTOMER SERVICE MAP
EXHIBITOR PORTAL FIERA MILANO	● E-service ● Compulsory documents ● Services requests (technical services, furniture, hostess, catering ecc.) ● Exhibitors passes ● Exhibitors parking passes	FIERA MILANO Call Center +39 02 4997 6822 help@fieramilano.it	FIERA MILANO EXHIBITOR PORTAL
DIGITAL PLATFORM ISSA PULIRE 2025	● Exhibitor profile ● Booth location ● Product catalog	FIERA MILANO Call Center +39 02 4997 6822 help@fieramilano.it	DIGITAL PLATFORM ISSA PULIRE
RULES AND REGULATIONS	● Issa Pulire 2025 General Rules ● Fiera Milano Technical Rules ● General Provision	FIERA MILANO Pre-fair Assistance – Customer Service +39 02 4997 7528 / 7877 / 7711 / 6798 / 6358 / 7430 / 6685 issapulire@customerservice.fieramilano.it	REGULATIONS
SHIPPING AND HANDLING	● Transport ● Handling ● Warehousing ● Shipping ● Customs clearance ● Collection, storage, and return of packaging	EXPOTRANS SPA +39 02 92956098 ops.fieramilano@expotrans.net SS 33 DEL SEMPIONE Ingresso Cargo 1 Gate – 20017 RHO (MI)	RATE BROCHURE
ACCREDITATION SERVICE	● Entry on setup and dismantling days	FIERA MILANO +39 02 4997 6304 / 7254 / 7862 logisticafiera@fieramilano.it	FIERA MILANO EXHIBITOR PORTAL
SHELL SCHEME PACKAGES	● Shell Scheme Orders	ISSA PULIRE all-inclusive shell scheme booths, Available types: BASIC – STANDARD -TOP – EXTRA For information and reservation: +39 02 6744581 sales@issapulire.com	SHELL SCHEME PACKAGES
ASSISTANCE FOR PRE-SET UP STANDS	● Optional furniture ● Additional Services	For pre-set up stands already booked with the ISSA PULIRE organizer: +39 02 4997 6341 / 6541 / 6266 / 7059 allinclusivestand@fieramilano.it	
CUSTOM STAND	● Custom stand proposal	FIERA MILANO Custom setup solutions. For information: allestimenti.personalizzati@fieramilano.it For additional services (e.g., carpet – if not provided – optional furniture, etc.) contact: +39 02 4997 6822 eservice@fieramilano.it	FIERA MILANO EXHIBITOR PORTAL
VISITOR REGISTRATION CALL CENTRE	● Visitors registration assistance ● General information about the show	FIERA MILANO Mon-Fri 8.30 am - 6.30 pm +39 02 4997 6822 visitatori.issapulire@fieramilano.it	VISITORS REGISTRATION
PROMOTION & VISIBILITY	● Web banners ● Visitors DEM ● Merchandising ● Sponsorships	ISSA PULIRE Promotion and Visibility: Tania Noto e Paolo Serotti +39 02 6744581 sales@issapulire.com	ISSA PULIRE PROMOTION AND VISIBILITY
MEETING ROOMS	● Meeting and workshop Rooms	ISSA PULIRE Rooms for meeting and workshop Tania Noto e Paolo Serotti +39 02 6744581 sales@issapulire.com	ISSA PULIRE CONTACTS

	PER INFORMAZIONI SU	RIVOLGITI A	LINK
CATERING	● Catering ● Banqueting ● Lunch at the stand	FIERA MILANO ristorazione.fieramilano.it +39 02 4997 6365 ristorazione@fieramilano.it	FIERA MILANO EXHIBITOR PORTAL
OSPITALITY	● Hotel	MiCo DMC micodmc.it +39 02 4997 6275 issapulire@micodmc.it	HOTELS
	● Hospitality Services		BOOK TRAIN
	● Travel & Transfer		MILAN SERVICES
SERVICE CENTRE	● Tobacco and newspapers ● First aid ● Parapharmacy ● ATM ● Carabinieri ● Inter-religious prayer center ● Printing and copying center ● Hardware store ● Guardia di Finanza Police	FIERA MILANO Emergency Number 02 49977210	SERVICE CENTRE MAP