

# SUMMER

10-14 SEPTEMBER 2020

Press release

## **THE "PALAKISS PHYSICAL & DIGITAL" FORMAT DEBUTS FOR THE FIRST TIME A VIRTUAL VISIT TO THE EXHIBITORS' BOOTHS**

**With Summer, physical meetings return to the fair.  
For buyers who will not be able to reach the Palakiss, the digital system debuts to  
virtually enter the companies' booths**

*Vicenza, 7 August 2020* - Going beyond the concept and the physical experience of the fair to give new vitality to the gold and silver field. This is the message that Palakiss, the Vicenza trade & delivery shows, wants to address to its companies, operators in the industry and Italian and foreign buyers.

From 10th to 14th September 2020, on the occasion of Summer, the national jewelry show, the format called Palakiss Physical & Digital will debut in Vicenza.

The exhibition will have regulated entrances, after registering on the Palakiss website, and in parallel for buyers who cannot physically participate, it will be possible to virtually enter the booths of the exhibiting companies.

A service, that will allow the buyer to get in touch with the company, five days during which it will be possible to sell on stock, by appointment, through "physical and digital" meetings in a predefined time slot.

The project, developed with the Jewelry Virtual Fair - JVF platform, the first international online jewelry fair, will allow buyers to view the collections and the profile of the exhibiting companies; Alo Solutions will also be there with the "Alo Photo Sphere" technology, the 360 ° rotating sphere with LED technology for capturing high-resolution images and videos of the jewels.

In this way Palakiss becomes a real hub for the trade & delivery of gold and silver, the response of the organizers to give continuity to the business, to enhance the physical dimension of Summer and reach a larger number of buyers.

Palakiss is there and starts again with its trade fair events in full compliance with its security protocol: guaranteed entry and exit checks, biometric recognition, sanitization of spaces several times a day and respect for social interpersonal distance even within exhibition booths.

### **Info per i media**

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