

Palazzo Mezzanotte

**A Prestigious Location for
Legendary Business Events**



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In the Heart of the Historical Italian Finance

Based in the heart of Milan at Piazza Degli Affari square, the impressive building of Palazzo Mezzanotte was built in 1932 to gather up all the stock markets spread all over Milan in one strategic area.

Thanks to its high-end TV studios and digital experts, Palazzo Mezzanotte provides today the most suitable tools to create Hybrid events to be broadcast in streaming, a resource that is made available to companies, institutions or organizations.

Today, in a period of global turmoil, the digitalization of exchanges has been accelerated, but Palazzo Mezzanotte has not lost its vocation as the engine of Italian finance. Its spaces, its artistic heritage, its historic rooms make it a location of absolute prestige for a wide variety of exclusive events.



The Inspiring Spaces of the Congress Centre

The building in which stock market trading once took place is a particularly impressive architectural and artistic masterpiece, able to hold over 600 people and to host a wide variety of activities, including congresses, exhibits, training classes, gala dinners and fashion shows.



THE ROMAN RUINS AREA

Discovered during the construction of the building, the remains of an ancient Roman theatre represent one of the most culturally relevant parts of the Palazzo Mezzanotte complex. Used as a meeting place since medieval times, it still lends itself to hosting exhibits and conferences



THE TIMELESS PARTERRE

The room where traders carried out frenzied open outcry auctions, has been adapted as a theatre space with **440** theatre-style **seats** covering **1500 square metres** and a large surrounding balcony for exhibits and meetings.



THE MODERN CONFERENCE ROOMS

With **290 seats**, distributed over **600 square meters**, and divisible in **3 small rooms**, the entire area is located in the underground portion of Palazzo Mezzanotte, where you can admire the original ceramics designed in 1931 by the famous architect and designer **Giò Ponti**.

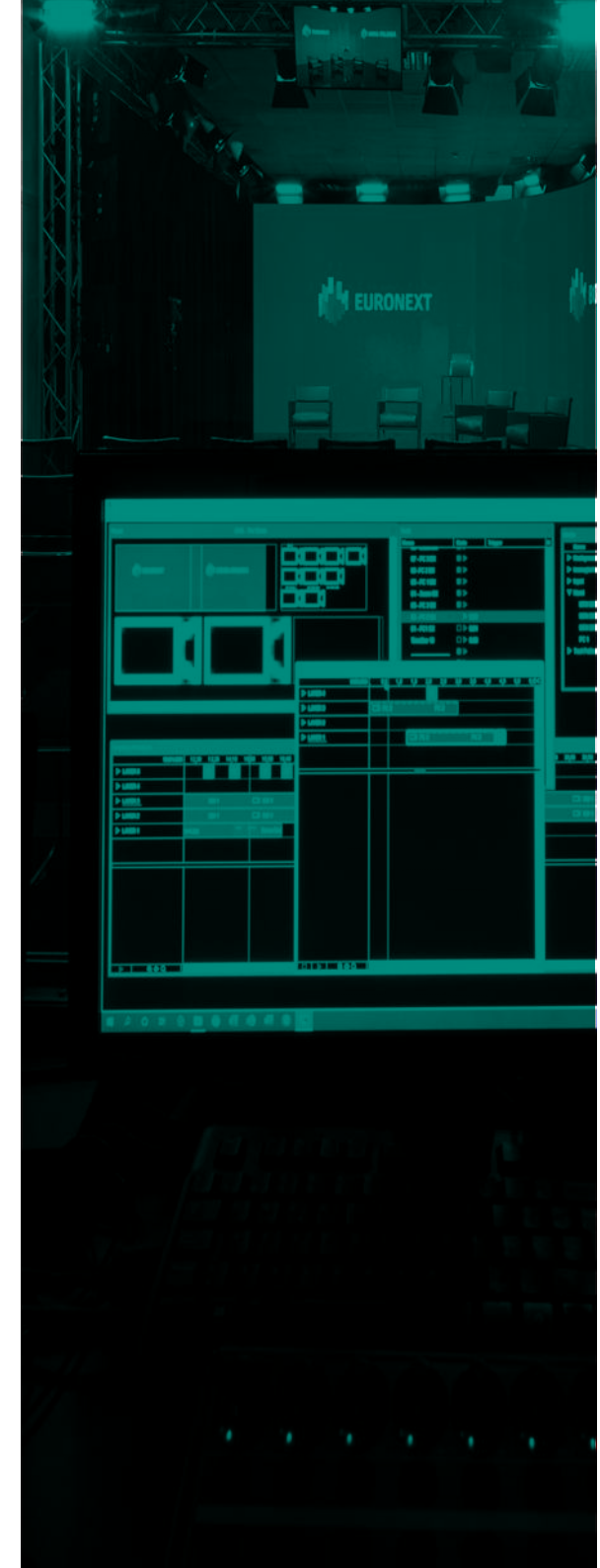
Professional Studios

For all kind of Events: physical, hybrid or digital

Today, organisations need to have, reliable, professional and suitable instruments for their physical, digital and hybrid events in order to reach efficiently a wider audience with no time limitation.

For this reason, Palazzo Mezzanotte chose to make available its studios and professional technicians to the public.

By personally following all phases, from pre-production to live broadcasting, the staff can create spectacular, high-level events, which use all resources of the video language: makeup, music, editing, simultaneous translation, presenters, scenography, internal and external shots, theme music, graphic inserts.



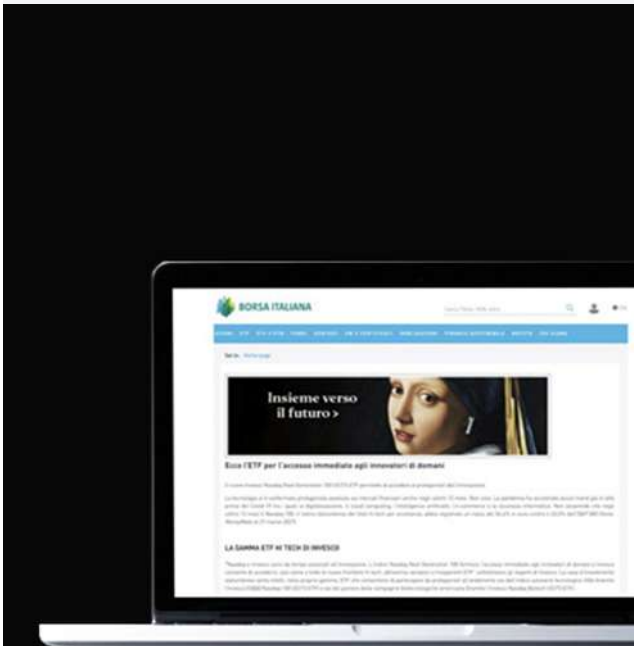


PALAZZO MEZZANOTTE EVENTS, STUDIOS

Prestigious Group Signature

The synergy created between Borsa Italiana and Palazzo Mezzanotte offer the clients an effective communication; Thanks to its strong financial community.

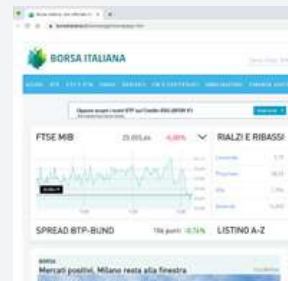
Besides, clients can enhance their events communication through a co-branded mini-site with a highly prestigious "signature". Therefore, allowing them to reach a wider and highly qualified audience.



CO-BRANDED MINISITES



ADVERTISING ON DIGITAL CHANNELS





On the Side of Companies

Borsa Italiana is the company that manages Italian financial markets. Its headquarters are the historic Palazzo Mezzanotte building in Piazza degli Affari in Milan in which stock trading has taken place for almost a century. Nowadays, it also serves as a prestigious location for exclusive events.

Borsa Italiana is a strategic infrastructure for growth and contributes significantly to the country's economic progress, operating according to principles of transparency, competitiveness and efficiency. Over the years Borsa Italiana has developed a series of services that help companies to increase their visibility and enhance their skills, through digital tools. In particular, there are two activities present on our Web channels: the sale of advertising space on the borsaitaliana.it site and the creation of co-branded "mini-sites" to support the initiatives of our clients.



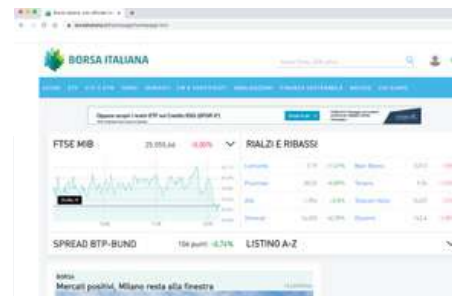
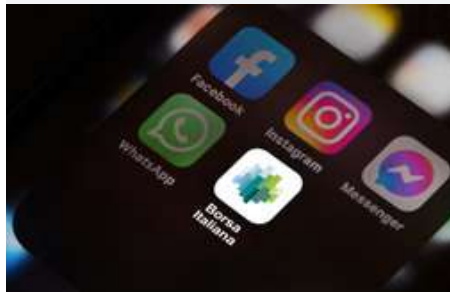
Borsa Italiana

On the Web

Through its institutional portal – the most authoritative vertical finance channel in Italy - and its digital tools, Borsa Italiana reaches a vast audience:

MONTHLY IMPRESSIONS
OF THE APP

3.6
million



UNIQUE MONTHLY USERS

1.8
million

RECIPIENTS OF
NEWSLETTERS AND DEM

214,300



MONTHLY PAGE VISITS

30
million

An advertising space based on these tools, thanks also to formats elegantly integrated in the site that are carefully selected by Borsa Italiana, is the best way to give visibility to your brand and services.



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