

PRESENTATO DA ZEYE SRL



THE EXHIBITION

MILANO

giugno 2026 - gennaio 2027





KEY DATE TBD



ANNOUNCEMENT + WAITING LIST

MAY 2026



PRE SALE

MAY 2026



ON SALE

25 MAY 2026



MEDIA DAY

16 JUNE



VIP OPENING

16 JUNE

Final key dates will be fixed according to final opening date

VENUE

MILANOSESTO

The "AreaSesto" Profile: from Steel to Spectacle

The choice of MilanoSesto (viale Italia 576, Sesto San Giovanni) for Alegria in 2025 was not just about finding a big empty lot, it was a strategic move into what is currently **Italy's largest urban regeneration project**.

The area has transitioned from a silent industrial ghost town into a massive **"pop-up" hub for world-class entertainment** while it awaits its final form as a "city within a city."

The site sits on the former Ex-Falck steelworks, a historic powerhouse of Italian industry that closed in the 1990s. Here is the data that makes it unique:

- Total Scale: the entire redevelopment covers 1.45 million square meters—making it one of the most ambitious regeneration schemes in Europe.
- The Green Factor: the master plan (originally signed by Renzo Piano) includes a 45-hectare central park, which will eventually be one of the largest in the Milanese metropolitan area.
- Accessibility: its appeal for events like **Cirque du Soleil** and the **Balloon Museum** lies in its connectivity. It is positioned at the Sesto 1° Maggio FS hub, where the M1 "Red" subway line meets regional trains, allowing thousands of visitors to reach the area without needing a car.



VENUE

LOCAL INFORMATION - VENUE - LOCATION

How to get to Jurassic World: The Experience Milano

By Subway (Recommended)

The fastest way to reach the venue from Milan city centre:

- M1 Red Line: get off at the Sesto 1° Maggio FS station.
- From the station, the event area is a 10-15 minute walk. Simply follow the signs for "AreaSesto" or take a local bus.

By Train

Sesto San Giovanni is a major railway hub served by several suburban lines:

- Lines S7, S8, S9, S11: Stop at Sesto San Giovanni station.
- After exiting the station, follow the pedestrian signs toward Viale Italia / AreaSesto.

By Bus

Several ATM and Brianza Trasporti lines stop nearby:

- Lines 700, 702, 712: Get off at the Viale Italia / Via Mazzini stop (the closest one to the exhibition entrance).

By Car & where to Park

If you are arriving by car, set your GPS to: Viale Italia 576, Sesto San Giovanni.

- From the Highway: take the North Ring Road (A52), exit Sesto Sud, or the East Ring Road (A51), exit Cologno Monzese Ovest.
- Parking: a large dedicated parking lot is available for visitors right at the entrance of AreaSesto.



TARGET AUDIENCE

OTHER TARGETS

Young adults (18-24 years), working-aged adults (25-64 years), and retirees (65+) (hopefully with their grandkids).

FAMILYS

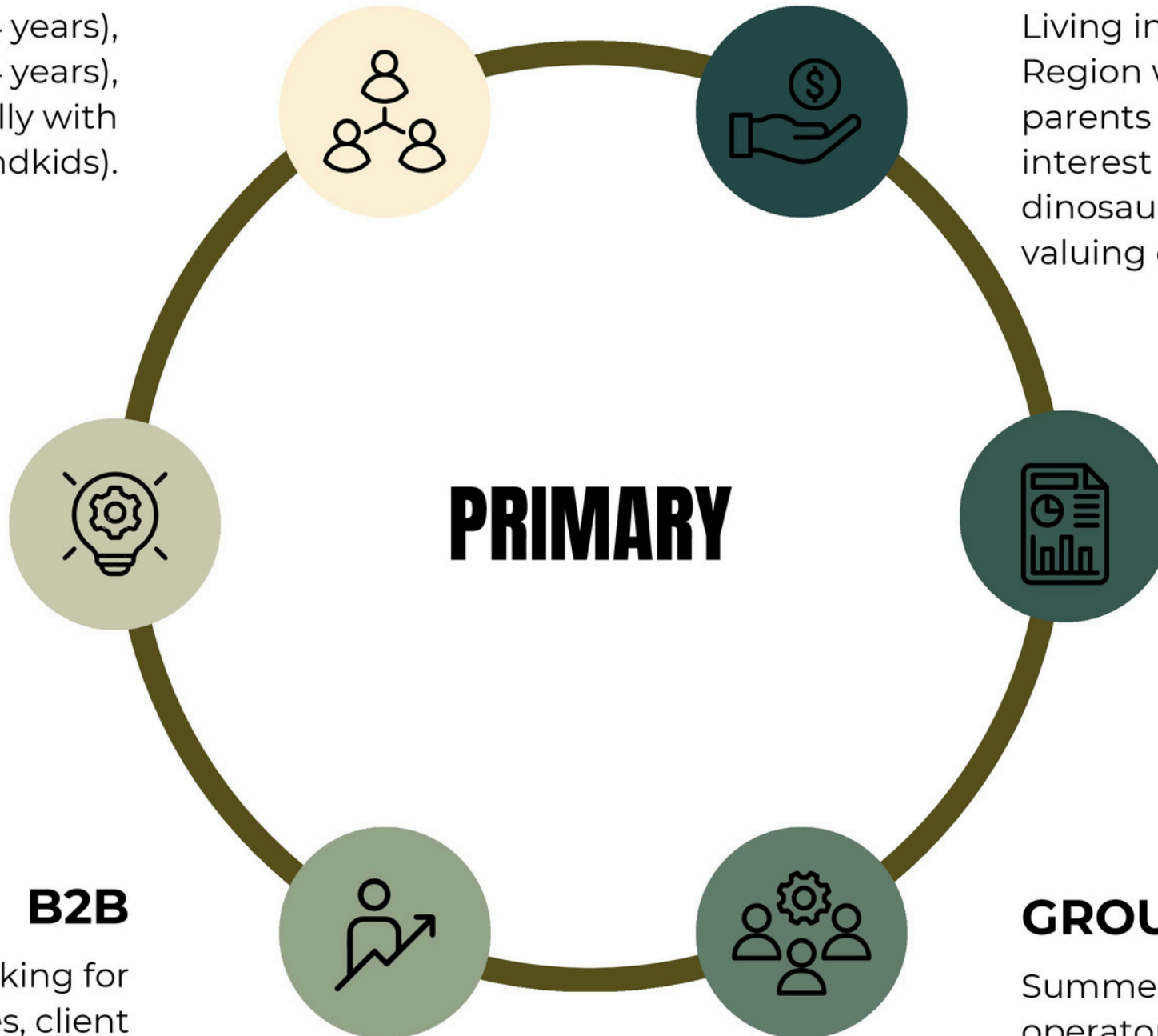
Living in Milan and the Lombardy Region with kids aged 5-17 years, parents aged 25-54 years with an interest in family entertainment, dinosaurs, and new experiences, valuing quality.

AVID FANS

With an interest in Jurassic World

GROUPS

Summer camps, schools, associations, and tour operators organizing educational trips, group outings, and special interest tours. Includes large family groups and community organizations interested in immersive entertainment experiences



PRIMARY

RE - MARKETING

look-alike audiences, and location-based targeting.

B2B

Corporations and businesses looking for team-building activities, client entertainment, and employee incentives. Ideal for companies seeking unique experiences for corporate events.

TARGET AUDIENCE

GEO AUDIENCE SPLIT

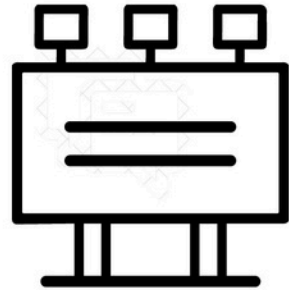


SECONDARY

Regional and extra-regional visitors from:

- Monza e Brianza
- Como, Lecco
- Varese, Brescia, Bergamo
- Turin and Eastern Piedmont, Liguria TBC
- Ticino (Switzerland) TBC
- Florence, Bologna, Rome (TBC)

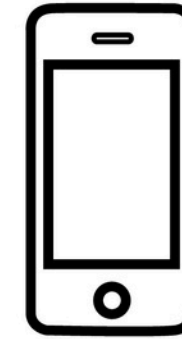
MEDIA BUY CHANNELS



01

Traditional Media

- **Radio:** partnerships with national top station for live mentions, ticket giveaways, and program sponsorships.
- **Out-of-Home:** large size and impactful billboards, bus banners, fully wrapped trams, subway poster networks, across the most central and high-traffic and high footfall areas of Milan and beyond. High impact signage on Viale Italia Area Sesto, Central Milan Train Station maxi-ledwalls, shopping malls (partnerships), commuter train station networks across Lombardy.
- **Print & Magazines:** advertising in key dailies and their entertainment and time-out pages.
- **Media Partners:** advertising through partner channels (databases, owned media)

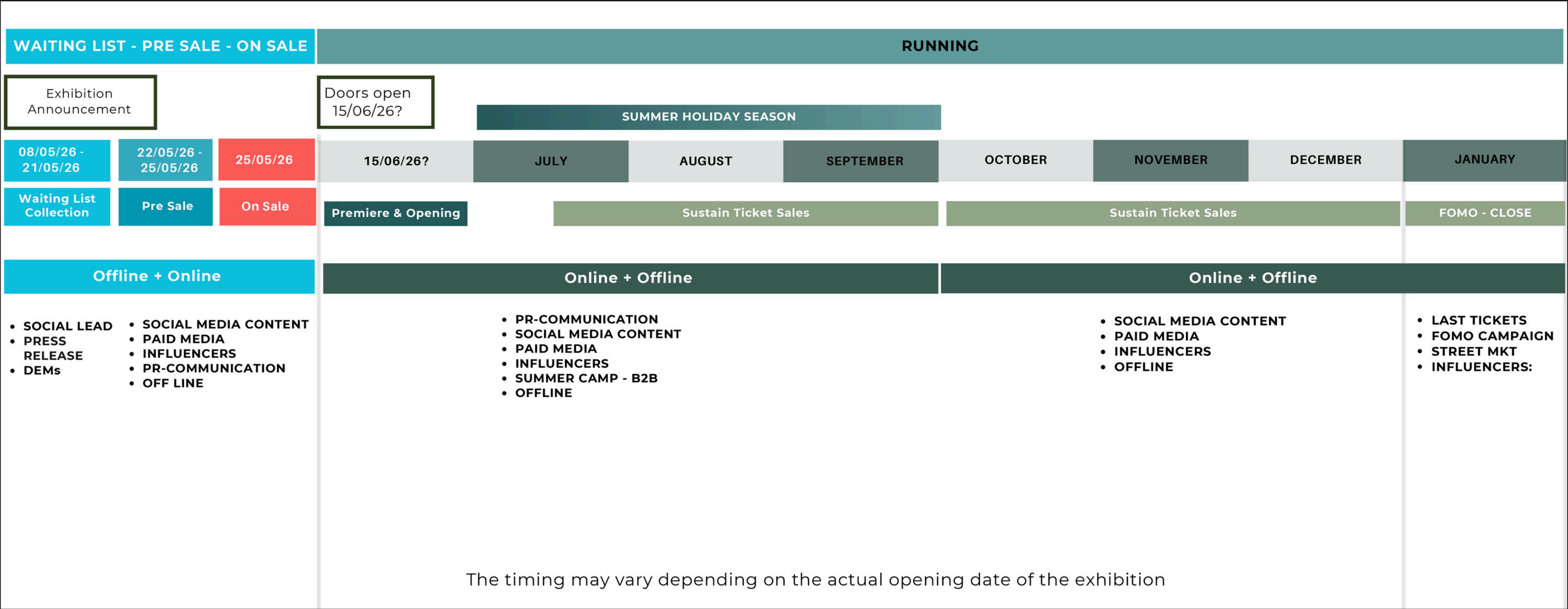


02

Digital Media

- **Always-on** campaigns across Meta, TikTok, and Google (Display, Search, YouTube, PMax).
- **Programmatic Advertising** (RTB/DSPs) to maximize targeted reach.
- **Influencer** collaborations to generate viral content and engagement.
- **CRM & Email Marketing:** Personalized campaigns targeting potential audiences.
- **Sales Channels:** Promotion through ticketing platforms, with paid support across their web traffic, newsletters, APP and social media.

TIMELINE PHASES OF COMMUNICATION



The timing may vary depending on the actual opening date of the exhibition

MARKETING PLAN DETAILS

OFFLINE CAMPAIGN

OOH, DOOH HIGH-IMPACT VISIBILITY IN MILAN

We will launch a high-visibility OOH and DOOH campaign across central Milan and its strategic suburbs, ensuring maximum exposure:

Transit ooh

Medium/large size bus and tram side posters and stickers– expanding coverage across key routes.

Subways

High visibility posters and digital posters across the principal subway lines and busiest stations.

City Poster networks

Medium size posters covering the main 9 areas of the city centre and central suburbs leveraging on the city's strong attention to these networks for information on the most relevant cultural and entertainment events in town.

High impact billboards

Large size billboards and digital screens in high traffic and high footfall areas of the city showcasing the scale of the event.



MARKETING PLAN DETAILS

OFFLINE CAMPAIGN WOW- EFFECT OUTDOOR AND STREET ADV

Wow effect street adv in high traffic and high footfall central city squares, boulevards, subway stops, shopping and tourist areas.

Large size **dinosaur footprint** stickers

Full wrapped **jumbo tram** featuring the iconic Jurassic World imagery for total impact.

 Fully branded **bus shelter** in busy and strategically chosen central city square

Full branding of **bridges** dominating high traffic roads.

Objective: a large-scale, high-impact campaign to make Jurassic World: The Exhibition Milan's must-visit event, maximizing awareness, generating hype and excitement, driving ticket sales.



(in-situ simulations featuring un-official artwork)

MARKETING PLAN DETAILS

OFFLINE CAMPAIGN OOH, DOOH BEYOND-MILAN

High Speed Train stations

large size digital billboards and medium size digital screens to cover high speed train stations beyond Milan, reaching out to major metropolitan cities within a 2/4hr train reach from Milan (Turin, Bologna, Brescia, tbd if Florence, Rome, Naples too)

Regional train network Trenord

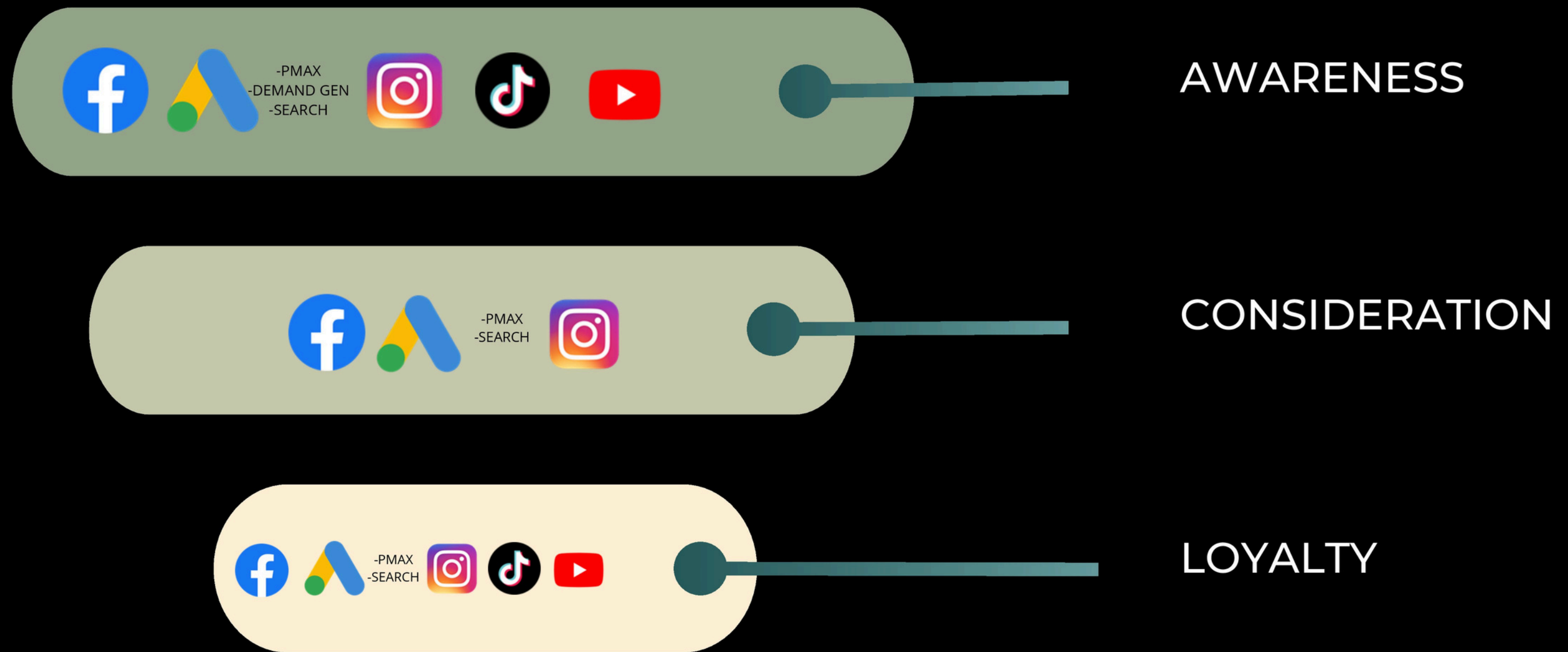
medium size digital screens and OneTV covering commuter train stations across the Lombardy region.



MARKETING PLAN DETAILS

ONLINE CAMPAIGN

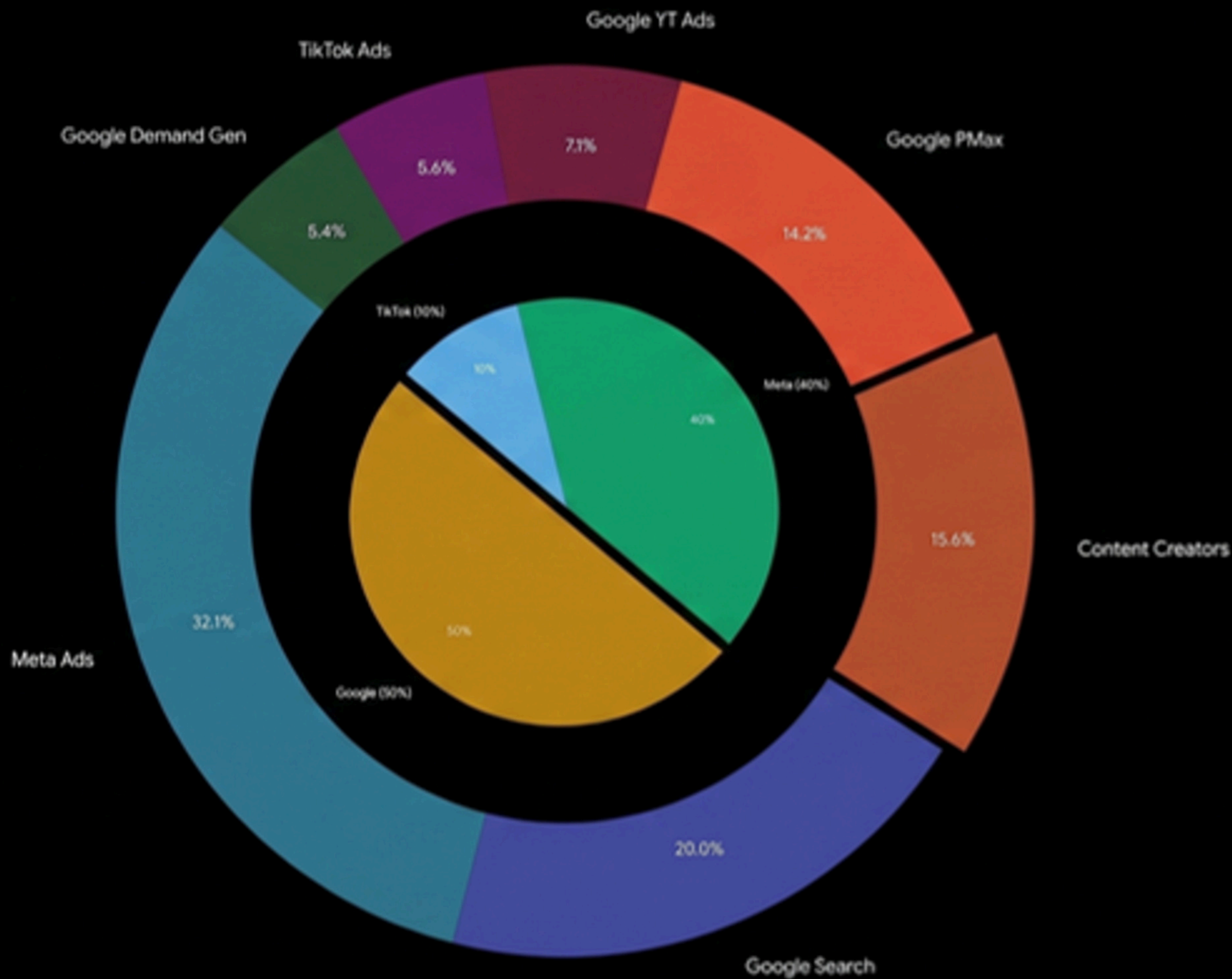
DIGITAL FUNNEL



MARKETING PLAN DETAILS

ONLINE CAMPAIGN

BUDGET BY PLATFORM



TARGET AUDIENCE: digital campaigns

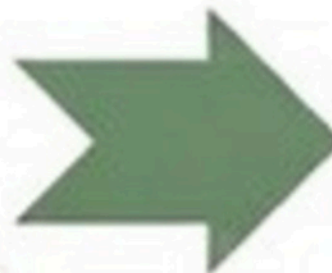
PRIMARY FOCUS: GREATER MILAN AREA

PLATFORMS: META, TIKTOK,
GOOGLE, & DIGITAL PARTNERS
(HYPER-LOCAL ADS)



SECONDARY FOCUS: ABOVE 2H TRAVEL TIME

CAMPAIGN EXTENSION FOR
LONGER VISITS



REGIONAL SECONDARY VISITORS:

- All of Lombardy
- Torino
- Genova
- Bologna
- Firenze
- Mantova
- Lugano

**POSITIONING: MILAN IS
A TOURIST DESTINATION**

OPPORTUNITY FOCUS: JUNE, JULY, AUGUST TOURIST INFUX

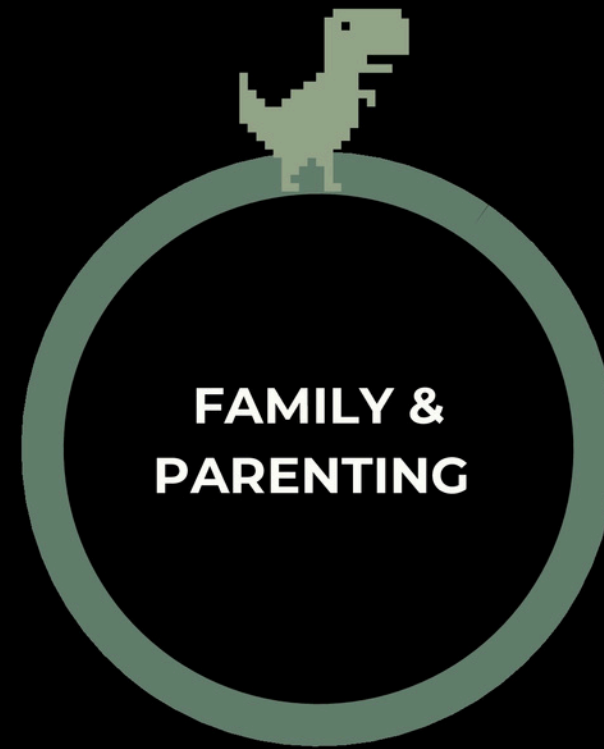
KEY ORIGINS: Rome, Naples, Ancona, Perugia, Bari, Islands
CAMPAIGN TYPE: Language Tours for Tourists

MARKETING PLAN DETAILS

INFLUENCER MARKETING



At the preview in Munich and at the premiere, we will invite the main influencers specialized in Milan plans and celebrities to live the experience and upload a reel.



In the initial phase after opening, these influencers will help us to position ourselves as the plan to do with the family and the plan for all ages.



We will use these influencers to reach the most niche audience, movie fans and people who like movie culture.

PR CAMPAIGN

Our campaign will be focused on attracting a wide spectrum of media:

- Tear 1 -
 - Generalist media (all press, TV and radio, Milano regional and national).
 - Agenda and “what’s on” outlets.
 - National lifestyle magazine, with special focus on family plans.
- Tear 2 -
 - Entertainment and cinema outlets, approaching fans of the film Saga, and connecting to film lovers.
 - Parenting and Family plan outlets.



Education and positioning. This phase will be very important in differentiating our proposal from our competitor's. Main message: The REAL and AUTHENTIC exhibition about Jurassic Park + warming up

PHASE 1



Opening!
We will host media day for key media, influencers and content creators. and Kpeople. In the evening, we will have our special VIP event, including red carpet and TV.

PHASE 2



Maintenance. Focusing on special days, activities and communicating achievements, such as sales or numbers of visitors + TV opportunities.

PHASE 3