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ITALIAN
EXHIBITION
GROUP

Providing the future

14-16 OCTOBER 2026 | RIMINI EXPO CENTRE

INOUT

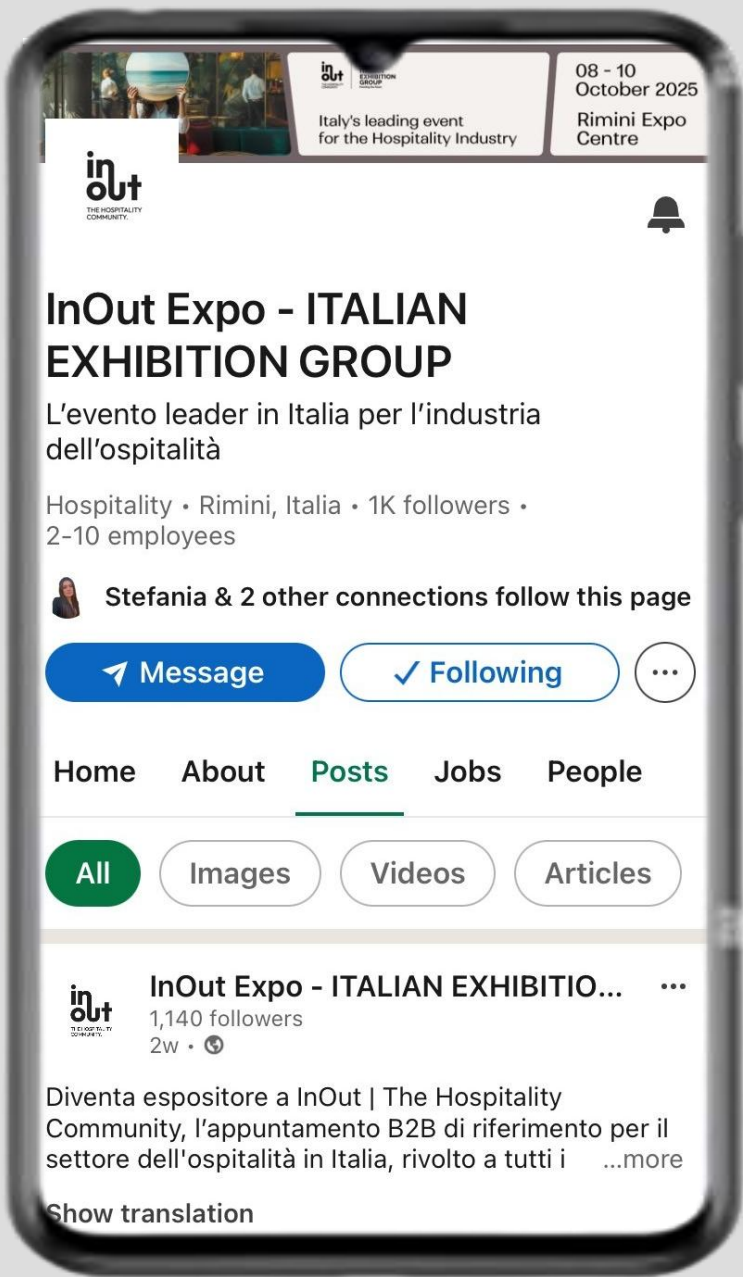
Italy's leading event for the Hospitality Industry

Social media channels

The following are the official accounts of the event.
Follow, mention and tag **InOut | The Hospitality Community**.



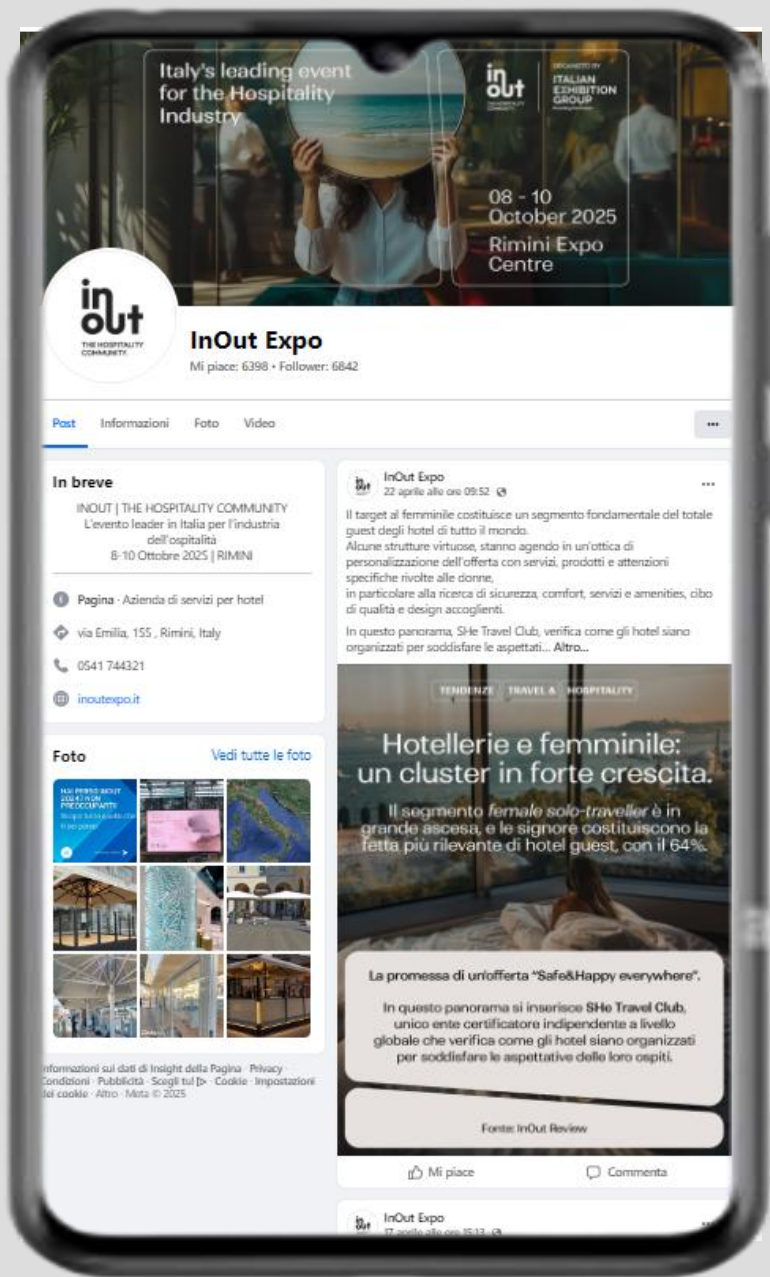
LINKEDIN
[@InOutExpo](#)



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[@inout expo](#)



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[@InOut Expo](#)



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Hashtags

The following are the official hashtags of **InOut | The Hospitality Community**.

We recommend using both hashtags when posting on social media.

#INOUTexpo

#IEGexpo



Where possible, we also recommend using a geographical tag referring to **Italian Exhibition Group, Rimini Expo Centre**, or the event **InOut | The Hospitality Community**.

Logo

Download the official logo of InOut | The Hospitality Community



DOWNLOAD

Social media graphics

Download ready-to-use formats for sharing on your social media channels.



[DOWNLOAD](#)

FEED

4:5 format, suitable for Facebook, Instagram, LinkedIn feeds.



STORY

Vertical format, suitable for Instagram and Facebook stories.



Banners

Download the following formats for a tailored use to your type of communication: email, website banner, etc.



[DOWNLOAD](#)

300x300FORMAT



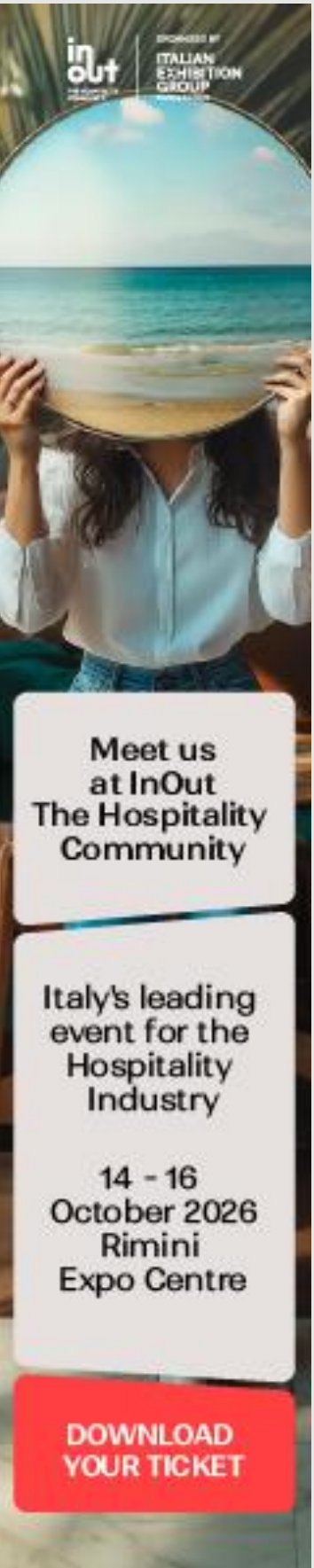
950x250FORMAT



728x90 FORMAT



120x600
FORMAT



Nice to know

EXIST: THE MAIN THEME FOR 2026

As every year, the 2026 edition of TTG and InOut presents a **main theme** that guides the event's program.

The 2026 theme, **EXIST**, delivers a clear message: *today, to exist means seeking a depth of meaning. It means truly being present.*

Existing today becomes a deliberate act. It is the intention not to pass through time absentmindedly. To not merely consume experiences without retaining them, restoring substance to what we experience.

EXIST is also proof of life.

It means reaffirming the central role of the human experience. It means putting the power back into people's hands to declare what exists and what does not, what matters and what is simply noise. I exist, and through my experience, I legitimize what is real.

EXIST is a framework that invites the creation of real, lived experiences. In 2026, we respond to the rush, frenzy, and overload by choosing to be present.



In our sector, EXIST takes on a particularly powerful significance. For tourism and hospitality businesses, it means designing experiences that restore time, attention, and depth. It means offering moments that are not just "Instagrammable," but **memorable because they are truly lived.**

Travel is an opportunity to experience micro-moments of intentional happiness, authentic connection, and tangible contact with places and people. **Travel not as entertainment, but as a moment of reconnection.**

At the same time, EXIST invites the sector to put "proof of life" back at the center: showcasing the process, the materials, the authentic territory, and living communities. Not constructing perfect stage sets, but creating the conditions for **genuine experiences.**

In this sense, tourism and hospitality are not an escape from reality, but a privileged space to inhabit it once again. Not just a destination, but a project capable of restoring a full sense of existence.

Thank You!