32ND EDITION · BIBLIOSTAR

# Stelline Conference 2027

**16-17 March 2027**

**Milan · Palazzo Lombardia and Piazza Città di Lombardia**

BACK IN MARCH

# What’s new in 2027

The Conference returns on **16-17 March 2027**, bringing the programme and the exhibition area closer together.

## A library in the square

The Stelline in Piazza library will host sessions of the main programme in a large, dedicated open area.

## New spaces for meeting

Lounges and spaces furnished by BBF, as an alternative or in addition to the traditional workstation.

## Digital Project

The webinar series continues with the University of Salerno, beyond the March conference days.

THE 2027 THEME

# Reading in the augmented library

After artificial intelligence took centre stage in 2026, the Conference returns to the common thread of its history: **reading and its transformations.**

## The question

How are our relationship with texts, access to knowledge and conversations about books changing? What can digital tools and AI make possible?

## Augmented reading

The tools that expand the ways we explore and understand texts, and the relationships that grow out of reading: interpretation, participation, community.

## The augmented library

It connects texts, people and heritage. Librarians' mediation remains at its heart: selecting, guiding, and turning access to information into shared knowledge.

THE LOCATION

# Stelline in Piazza: a library

The set-up, once again designed by **BBF**, will be a real library, planned according to the most modern standards for spaces, furnishings and services.

**01** **The programme moves into the square**

An indoor space will host some of the most important sessions of the Conference.

**02** **More footfall, two full days**

A place to spend time between Conference activities and the exhibitors' spaces.

**03** **Products in their context**

Solutions presented in a setting that shows how they work in practice.

MORE WAYS TO TAKE PART

For companies that want to contribute to content and activities as well as exhibit, the **partnership formulas** offer an extra opportunity.

NEW IN 2027

### Lounges by BBF

To welcome librarians, present and talk.

CONFIRMED

### Traditional workstation

The classic Bibliostar exhibition table.

**A new formula:** spaces and details to be agreed with the organisers.

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# Participation formulas

## GOLD

**€ 8,500**

full price ~~€ 10,000~~

A working group coordinated with you on strategic issues or visibility in a main session, dedicated counselling before, during and after the event, priority in positioning.

**8 accesses to the main sessions**

## SILVER

**€ 5,060**

full price ~~€ 5,950~~

More visibility and more speaking time (40-minute workshop), strengthened brand identity, priority in the choice of positioning.

**5 accesses to the main sessions**

## BRONZE

**€ 2,530**

full price ~~€ 2,980~~

Basic attendance with equipped workstation, 20-minute workshop and inclusion in the catalogue.

**2 accesses to the main sessions**

**Training credits** · Attending Conference events earns librarians training and professional development credits: for companies, this means a qualified and motivated audience.

THE DIALOGUE CONTINUES ONLINE

# Digital Project

The webinar series is run in partnership with the **Department of Cultural Heritage Sciences of the University of Salerno**, which has included it in an accredited training programme: participating librarians receive **training and professional development credits**. Scientific coordination is entrusted to **Prof. Anna Bilotta**.

Sessions of about one hour, accessible yet of high professional value, devoted to specific topics, products and services: to keep the dialogue between companies and librarians going beyond the March conference days.

## For companies

Reach your audience remotely, even from abroad, in front of librarians motivated by the training credits on offer.

## For librarians

Professional development and discussion that extend the Conference's mission, with training and professional development credits.

DIGITAL PROJECT

# Webinar packages

## PREMIUM

## € 2,500

- 1-hour webinar, with recording and slides in the Extended Book
- Article in Biblioteche Oggi (case history)
- 1 page in Biblioteche Oggi in the month of your choice + 1 page in Biblioteche Oggi Trends
- 1 banner in the webinar series newsletter
- Brochure in the delegate bag

## BOOST

## € 2,000

- 1-hour webinar, with recording and slides in the Extended Book
- Article in Biblioteche Oggi: a case history by a librarian or by the company
- 1 advertising page in Biblioteche Oggi
- 1 banner in the webinar series newsletter

## START

## € 1,500

- 1-hour webinar, with recording and slides in the Extended Book
- 1 advertising page in Biblioteche Oggi
- 1 banner in the webinar series newsletter

**Limited availability** · Each webinar is subject to approval by the scientific management, which validates the proposed topic. The number of webinars is limited and Bibliostar exhibitors have priority booking.

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# How to take part

01

## Fill in the application form

Choose your preferred formula and type of presence for Bibliostar 2027.

02

## Choose the best solution for you

Define the most suitable partnership formula and exhibition solution with the Argentovivo team.

03

## The Digital Project

The dialogue with librarians continues beyond the Conference: an opportunity not to be missed.

**The Argentovivo team is available to explain participation options, partnership formulas, exhibition solutions and webinar packages.**

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# Contacts

**“The companies that choose us, choose to dialogue with the future.”**

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