

TEN-YEAR PARTNERSHIP BETWEEN UNIPOL AND BOLOGNAFIERE FOR THE NAMING OF THE NEW MULTIPURPOSE PAVILION



Unipol is now the Title Sponsor of the new BolognaFiere space under an agreement effective from the end of 2026 to 2036 that includes activating image and hospitality rights.

Bologna, 13 July 2026 - Unipol and BolognaFiere signed an important partnership under which the insurance group acquired the naming rights, as title sponsor, for the new multipurpose pavilion.

Based on a ten-year sponsorship agreement running from the end of 2026 to December 2036, the innovative facility will be named Unipol Hall, as agreed between Unipol and BolognaFiere.

The new multipurpose space—designed by MCA - Mario Cucinella Architects and located at the intersection of Viale della Fiera and Viale Aldo Moro—is part of a broader strategy by BolognaFiere to functionally integrate the exhibition area for cultural and sports entertainment activities.

Spanning 12,000 square meters, 25 meters high, and with a maximum capacity of 12,000 spectators, the venue is a high-end project that meets significant sustainability and energy efficiency criteria. It is set to become a new benchmark for major international trade fair, sporting, and entertainment events.

The Unipol Hall title sponsorship will allow Unipol to consolidate its active presence in Bologna and its brand positioning through a naming strategy that encompasses its existing long-standing sponsorships for the most important indoor arenas throughout Italy: “Unipol Arena” in Casalecchio di Reno (Bologna), “Unipol Dome” in Milan, and “Unipol Forum” in Assago (Milan). The activation of image and hospitality rights will include the use of the “Unipol Hall” brand throughout the venue, both inside and outside the facility, as well as across all its digital and social media channels.

Carlo Cimbri, Chair of Unipol Assicurazioni, stated: *“With this partnership with BolognaFiere, we are consolidating a commitment that is rooted in the Group’s history, looking to the city’s future: a venue of international standing, designed with high architectural quality and sustainability in mind, which will help strengthen Bologna’s ability to attract major events and establish itself as a leading hub for entertainment, sports, and trade fairs. For Unipol, being the title sponsor of this space means confirming its commitment and responsibility to the region, the city, and the community in which the Group was founded and continues to operate.”*

“With Unipol Hall, BolognaFiere takes a further step in the evolution of its exhibition area toward an increasingly integrated platform, capable of hosting major international events, not only trade fairs, but also sports, entertainment, and culture events,” stated **Gianpiero Calzolari**, President of BolognaFiere. *“The partnership with Unipol, a large group with strong local roots and a solid national presence, strengthens the strategic value of this investment and confirms Bologna’s central importance as a hub of connections, innovation, and attractiveness. The new multipurpose pavilion will not only be a new venue, but an infrastructure serving the city, businesses, and communities, designed to generate value and new development opportunities in the coming years.”*

Unipol Group

The Unipol Group is one of the leading insurance groups in Europe as well as being leader in Italy in the non-life insurance business (especially MV and health), with total premiums of €17.4bn that include €9.6bn in non-life income and €7.8bn in life income (2025 figures). Its approach is to offer an integrated range of insurance products and services mainly through the parent company Unipol Assicurazioni, UniSalute (the leading health insurer in Italy), Linear (direct MV insurance), Arca Vita and Arca Assicurazioni (life and non-life bancassurance through the branches of BPER), SIAT (transport insurance) and DDOR (insurance company operating in Serbia). It also operates in the real estate, hotel (UNA Italian Hospitality), medical-healthcare (Santagostino) and viticultural (Tenute del Cerro) sectors. The ordinary shares of Unipol Assicurazioni S.p.A. have been listed on the Italian Stock Exchange since 1990, and are also on the FTSE MIB® and MIB® ESG indexes.

BolognaFiere

BolognaFiere is among the leading international trade fair operators. The Group covers all phases of the value chain (trade fair organisation, venue management, installations & architecture), has operations in over 15 countries across three continents (Europe, Asia, and America), and organises more than one hundred exhibition events each year. In 2005, it was the first Italian trade fair operator to open an office in China, where it now employs approximately 80 people. It is the leading operator in Italy in terms of revenue generated abroad, a world leader in the cosmetics sector with the Cosmoprof brand and in the Italian exhibition stand market with brands held by Henoto S.p.A. It organises the most important international children’s publishing fair, the Bologna Children’s Book Fair. In Italy, the Group operates four exhibition and conference centres: Bologna, Modena, Ferrara, and Bari, the latter as an industrial partner with a 15% stake in Nuova Fiera del Levante S.r.l.

Unipol Group

Media Relations
Fernando Vacarini
pressoffice@unipol.it

www.unipol.com

 Gruppo Unipol  @Unipol_PR <http://changes.unipol.it>

BolognaFiere

Corporate Communication
Francesca Puglisi
francesca.puglisi@bolognafiere.it
+39 331.6676708

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