

BIG Architecture Portorož

Event Guide

BIG Architecture

The Most Influential Architecture Event in South-East Europe

Coming Up:

May 21 & 22, 2026, Portorož, Slovenia

Beyond a Trade Fair.
Beyond a Conference.

**Trade Show · Awards · Conference ·
Debates · Exhibitions · Celebration**

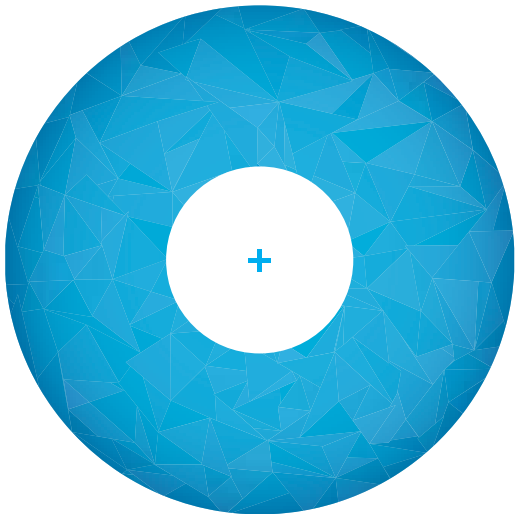
BIG Architecture offers a curated experience where your brand becomes part of a broader architectural dialogue — shaped by award-winning insights, emerging talents, panel debates, and moments of exchange.



More Than Visibility. More Than Presence.

**Generating Qualified Leads · Architectural
Credibility · Networking Among
Professionals · Showcasing Innovation ·
Knowledge Exchange**

At BIG Architecture, architects don't just pass by. They engage, connect, decide — and shape the projects of tomorrow.



As an exhibitor or sponsor, you're not just seen. You're involved in shaping what gets built.

Not Just Scale. But Substance.

3,000+ visitors

From 21 countries and beyond — including top architects, interior designers, and key decision-makers.

100+ exhibitors

Innovative brands in architectural materials, systems, and interior design.

800+ live moments

Conference, expert debates, award sessions, perspective talks — and real-time encounters at the trade show.

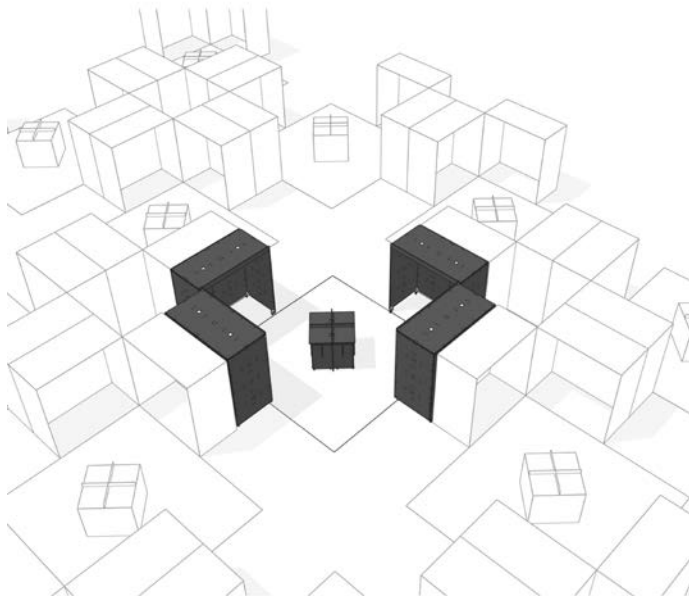
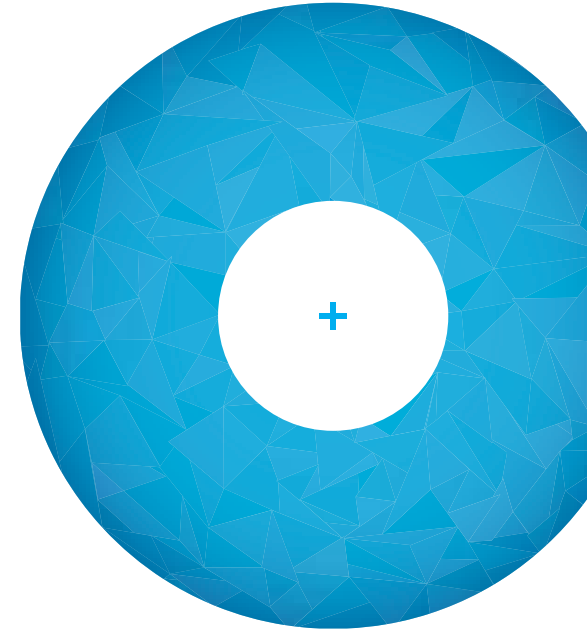
Trade Show – Innovation Premieres

A curated exhibition at the heart of the event — with unified pavilions, inviting lounge areas, and celebration moments woven into the flow.

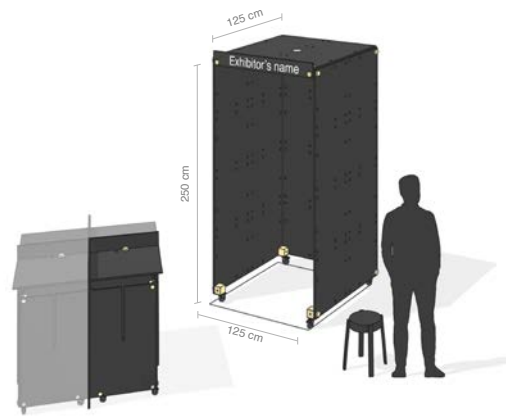
More than visibility — it's where your brand becomes part of the architectural story.

Limited to 100 curated exhibitors.

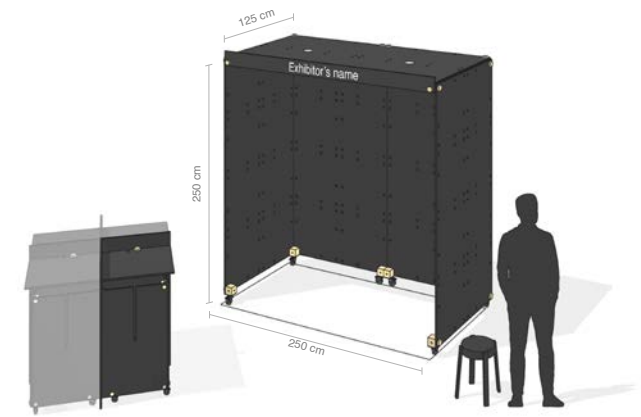
Participation is subject to approval based on innovation and relevance.



Pavilion S



Pavilion L



Who Can Exhibit?

Present your innovations across key segments of the built environment — from materials to systems to services.

Building Envelopes

Construction materials, structural systems, roof tiles, façade solutions, insulation, coatings, drainage, windows, doors, sunshades

Building Systems

Electrical and automation systems, smart technologies, lighting, sanitary ware, heating & cooling, mechanical installations, renewable energy solutions

Interior Design

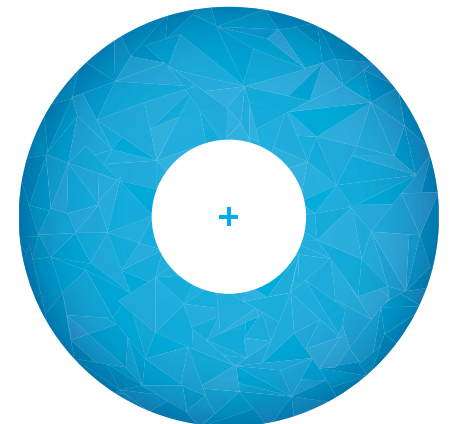
Flooring and wall finishes, interior doors and fittings, partitions and ceilings, furniture, adhesives and coatings, ceramics, parquet

Services & ICT

Digital solutions, BIM tools, project services, consulting, communication platforms

Organizations & Media

Industry associations, professional publications, architectural institutions



Who Will You Meet?

49% Architects

38% Interior Designers

5% Urban Planners

8% Other: Engineers,
Project Managers,
Urban Planners,
Investment Advisors,
Government & Municipal
Decision Makers,
Real Estate Developers,
Investors, Architecture
Students, Emerging
Professionals

19% Slovenia

13% Croatia

9% Italy

8% Austria

6% Hungary

6% Serbia

4% Czech Republic

4% Turkey

3% Greece

3% Romania

2% Bosnia and Herzegovina

2% Bulgaria

2% Kosovo

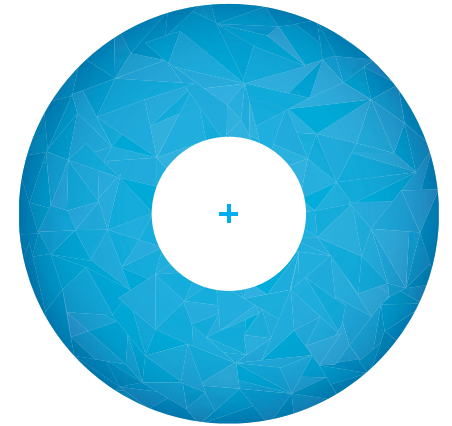
2% Montenegro

2% North Macedonia

2% Slovakia

2% Germany

11% Other (<1%): Albania, Cyprus, Malta,
Moldova, and other countries worldwide



What's Included in Your Ready-Made Pavilion

Fully equipped pavilion stand with unified shell system: integrated lighting, brand signage, carpet flooring, workstation with electrical socket, and Wi-Fi (additional socket available: €100)

Full programme access, including visionary talks, awards and expert debates

Exclusive passes for your team and invited guests

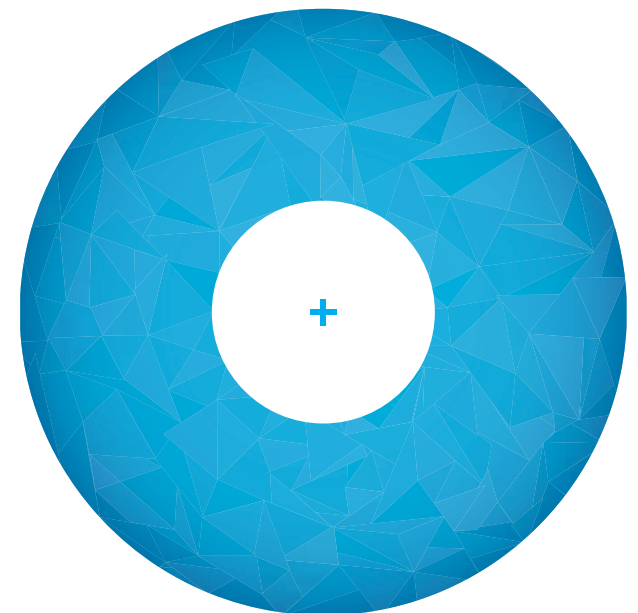
Lead scanning app for real-time business follow-up

All-day hospitality with complimentary catering

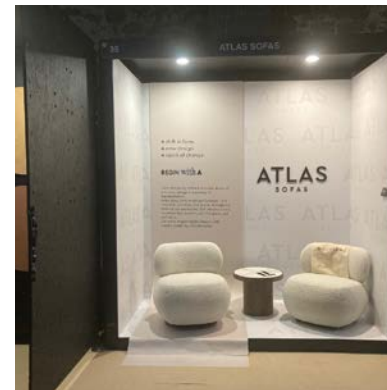
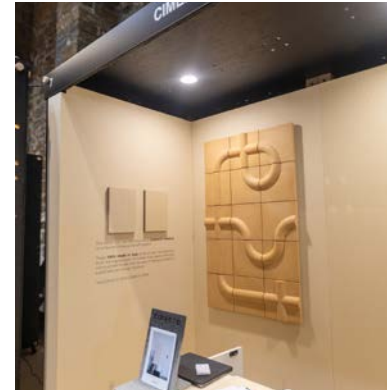
Tailored promotional materials crafted to support your outreach

Premier visibility for 1–3 curated innovations:

- Featured on the official event website
- Included in the printed event catalogue



Examples of Pavilion Setups

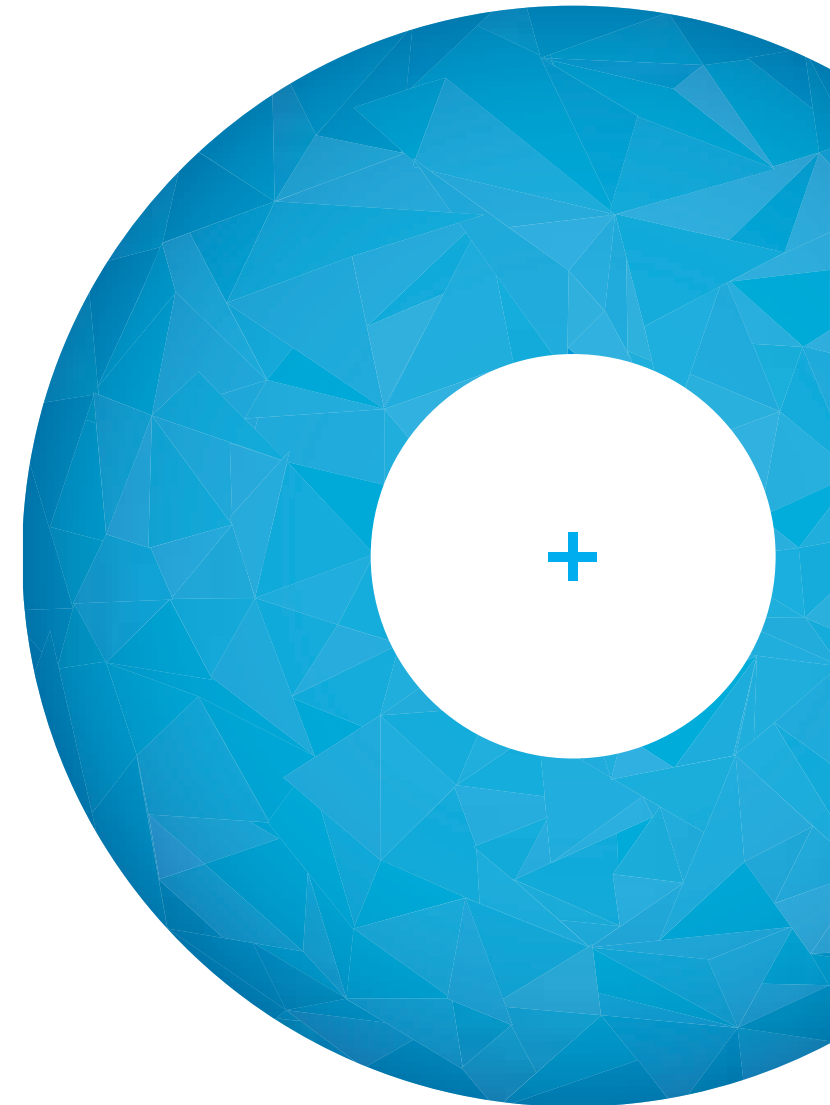


Strategic Visibility. Lasting Impact.

It's not marketing. It's movement-building.

Our outreach is targeted, strategic, and designed to engage those who truly shape the built environment:

- In collaboration with architectural associations and professional networks
- Through trusted media partners across the architecture and design landscape
- Via direct invitations and tailor-made campaigns that reach decision-makers
- Through dynamic social media engagement — both organic and paid
- Empowered by exhibitors, who activate their own networks with exclusive passes



BIG SEE Digital Ecosystem

bigsee.eu

269,000 Active Users

848,000 Page Views

2.1 million User Interactions

1 min 10 s Avg. Time per Active User

Social Media

776,000 Total Reach

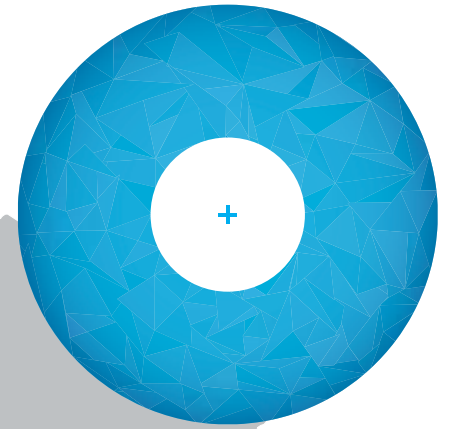
32,000 Facebook Visits

Central Platforms:

IG | FB | LI



Powered by South-East Europe. Open to the World.



A regional platform with global perspective.

Albania, Austria, Bosnia and Herzegovina,
Bulgaria, Croatia, Cyprus, Czech Republic,
Greece, Hungary, Israel, Italy, Kosovo,
Malta, Moldova, Montenegro,
North Macedonia, Romania, Serbia,
Slovakia, Slovenia, Turkey

Partners:

3M, ACO, ALPI, ALUMIL YU INDUSTRY, ARBLOC, ASKO, ASONA – ACOUSTIC SOLUTIONS, ATENA, ATLAS SOFAS, AUSTRIAWOOD&CO, BACHMANN GROUP, BANDALUX ITALIA, BORA, BOSCH, CANON, CARL STAHLARC, CBD, CERAMICA DOLOMITE, CIMENTO®, CORIAN® DESIGN SOLID SURFACE, COSENTINO ITALIA, DORNBRAUCHT, DVA ARHITEKTA ZIDARIĆ, ECLISSE, ECHO DESIGN, ELEKTROMATERIAL LENDAVA, EGGER, EXPLAST, FEYDOM HOME, FIBROBETON, FIMA, FLETCO CARPETS, FSB, GAGGENAU, GANTNER, GAŠPEROKNAVRATA, GEBERIT, GEALAN, GIOVANNI BARBIERI, GRAMITHERM, GRANITIFIANDRE, GROHE, GRUPA STUDIO, HABY, HANSGROHE, HAWA SLIDING SOLUTIONS, HEIDELBERG MATERIALS, HL HUTTERER & LECHNER, IDEAL WORK, INTERLUX, INTRA LIGHTING, IRSAP, ITALIAN TRADE AGENCY, J.U.A. FRISCHEIS, JAF SLOVENIJA, JUGOŠIK, KALCER, KANSAI HELIOS, KNAUF CEILING SOLUTIONS, KNOF, KOLPA, KOMOK, KSL – STUDIO, LAUFEN, LESPATEX, LUMILOGY, M SORA, MAGIS40, MAKRO 5, MAPEI, MARCA CORONA, MARGRAF, MARLES, MASHONI–JANEZ MESARIČ, MATEJ ŠTEFANAC, MICHELETTO, MIRALIS, NEBESYS, NEU/ZEUG, NORICA, OIKOS VENEZIA, OKALUX GLASTECHNIK, OPIKAR, PENZEL PREMIUM DECOR, PILON AEC, PROGRESSARCHITECTURE, ROCA, RODECA, ROTHOBLAAS, RUBINETTERIE ZAZZERI, SENCE, SENČILA BLED, SICIS, SIXINCH, SOLSKIN, SOUNDWOOL, STO, STUDIO, SWISSPEARL SLOVENIJA, TECE, TEM, TEXTFEL, TIGER, TLAKOVCI PODLESNIK, TKK, VIMAR, VOLUM3, WIENERBERGER, XAL, ZAGOŽEN, ZAMBAITI PARATI, ZUMTOBEL GROUP

Start Your Application



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