

# TECHNICAL FORM PESCARE SHOW 2021

EXHIBITING RATES FORM

26-28 November 2021

## EXHIBITING RATES PER SQ.M - BARE AREA <sup>(1)</sup>

STANDARD RATES	Area	€/Mq
	Free	€ 90,00
	Free Boating Show	€ 32,00

**RATES EARLY BIRD**  
 Valid for applications received by July 31, 2021

**30% bare area**

## EXHIBITING RATES TURNKEY AREA <sup>(1)</sup>

RATES PESCARE SHOW	
Shop	€ 120,00
Standard	€ 150,00

RATES BOATING SHOW	
Shop	€ 62,00
Standard	€ 92,00
RING 3 MT	€ 67,00
RING 4 MT	€ 69,00

### Other items <sup>(2)</sup>:

**Registration fee** (compulsory for each exhibitor) € **250,00**  
 covers insurance, exhibitors' badges according to exhibit area, listing in the official catalogue, 1 parking permit, Wi-Fi connection

**Preferential Area Surcharge** <sup>(3)</sup> + **10% on total area rate**

**Preferential Area Corner** <sup>(4)</sup> + **10% on total area rate**

**Hosted companies fee** (in case of more companies inside one booth) € **500,00**

VAT must be added to these figures, if due.

**(1) Bare area** rate includes area and 1 kw power supply each 16 sq.m. The registration fee and any other item required will be an additional charge. Please note that in order to book the bare area, you must be in possession of a certified electrical panel and produce the documents pertaining to the relevant certification. The exhibiting rates for **Turnkey area** includes the cost of bare area.

**(2)** Further details and costs of participation are indicated in the General Rules and Regulations of Exhibition.

**(3) Preferential Area Surcharge:** supplementary rate for areas looking on to entrance corridors and/or corridors connecting Pavilions. The Supplementary rate is calculated on the total amount of the area (bare area)

**(4) Preferential Corner Surcharge:** supplementary rate for areas looking on to areas with two or more open sides. It is calculated on the total amount of the area.

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## ADVERTISING RATES FORM

26-28 November 2021

### LET YOURSELF BE TEMPTED! Advertising offers for PESCARE SHOW 2021

Dear Company,

we have pleasure to draw your attention to some advertising opportunities to promote your visibility as exhibitor.

#### LARGE ADVERTISING SPACES AT THE EXPO CENTRE

DESCRIPTION	TYPE	PRICE LIST
<input type="checkbox"/> ENTRANCE SQUARE CUSTOMIZATION		<u>Estimated on demand</u>
<input type="checkbox"/> CUSTOMIZED WINDOWS DECAL		<u>Estimated on demand</u>
<input type="checkbox"/> PERIMETRAL RING CUSTOMIZATION		<u>Estimated on demand</u>
<input type="checkbox"/> ADVERTISING ON VIDEOWALLS AT ENTRANCE AND INSIDE THE PAVILLIONS	<input type="checkbox"/> <u>West Entrance 1 or 3 (outside) or Hall1 or Hall7 Entrance (inside)</u>	<u>€ 1.000</u>
	<input type="checkbox"/> <u>Round Ledwall Hall 8.0</u>	<u>€ 800</u>
	<input type="checkbox"/> <u>Totem Ledwall Hall 8.0</u>	<u>€ 800</u>
	<input type="checkbox"/> <u>Hall 7-6 or Hall7-1 Corridors</u>	<u>€ 800</u>
	<input type="checkbox"/> <u>Cash Desk West Entrance 1 or 3</u>	<u>€ 800</u>
<input type="checkbox"/> PRESENCE ON BACKLIT LIGHTBOX	<input type="checkbox"/> <u>Hall 6-7 Corridor</u>	<u>€ 800</u>
	<input type="checkbox"/> <u>West Entrance 1 or 3</u>	
	<input type="checkbox"/> <u>Hall 7-1 Corridor</u>	
	<input type="checkbox"/> <u>Hall 2-1 Corridor</u>	
<input type="checkbox"/> WEBSITE	<input type="checkbox"/> <u>Banner</u>	<u>€ 200</u>
	<input type="checkbox"/> <u>News</u>	<u>€ 300</u>
<input type="checkbox"/> PROMOTIONAL POST ON FACEBOOK		<u>€ 300</u>
<input type="checkbox"/> LIVE ON PESCARE SHOW SOCIAL CHANNELS (IG, FB)		<u>€ 500</u>
<input type="checkbox"/> BANNER ON NEWSLETTERS (SEPT 2020-FEB 2021)	<u>100x60</u>	<u>€ 600</u>
	<u>646x220</u>	<u>€ 700</u>
	<u>974x300</u>	<u>€ 800</u>
<input type="checkbox"/> CUSTOMIZED NEWSLETTER		<u>€ 500</u>
<input type="checkbox"/> GUIDE MAP	<input type="checkbox"/> <u>Logo</u>	<u>€ 300</u>
	<input type="checkbox"/> <u>Adv</u>	<u>€ 500</u>
<input type="checkbox"/> ADVERTISING ON ONLINE TICKET/FLYER		<u>€ 300</u>
<input type="checkbox"/> CUSTOMIZED POSTCARDS		<u>€ 500</u>
<input type="checkbox"/> DISTRIBUTION OF COMPANY MATERIALS (Flyers...) AT REGISTERS		<u>€ 500</u>
<input type="checkbox"/> COMPANY ADVERTISING ON PESCARE SHOW APP		<u>€ 500</u>
<input type="checkbox"/> SPONSORSHIP THEMATIC AREAS	<input type="checkbox"/> <u>Acquademo Banner 1</u>	<u>€ 1.000</u>
<input type="checkbox"/> SPONSORSHIP THEMATIC AREAS	<input type="checkbox"/> <u>Acquademo Banner 2 / 3</u>	<u>€ 350</u>
<input type="checkbox"/> SPONSORSHIP THEMATIC AREAS	<input type="checkbox"/> <u>Acquademo Banner 4</u>	<u>€ 600</u>
<input type="checkbox"/> SPONSORSHIP THEMATIC AREAS	<input type="checkbox"/> <u>Acquademo Banner 5/6</u>	<u>€ 500</u>
<input type="checkbox"/> SPONSORSHIP THEMATIC AREAS	<input type="checkbox"/> <u>Fishing Arena</u>	<u>€ 1.000</u>
<input type="checkbox"/> ROOMS FOR CLASSES	<u>Starting from</u>	<u>€ 1.500</u>
<input type="checkbox"/> ROOMS FOR PRIVATE CLASSES	<u>Starting from</u>	<u>€ 500</u>
<input type="checkbox"/> EQUIPPED MEETING ROOMS	<u>Starting from</u>	<u>€ 1000</u>

**These amounts are net of VAT**

PESCARE SHOW Team is available to examine any other requests and can also design new solutions tailored to your visibility needs.

For further information please contact: see info square in the next page and on [www.pescashow.it](http://www.pescashow.it)

Date

Stamp and signature of contracting firm's legal representative

# TECHNICAL FORM PESCARE SHOW 2021

GENERAL INFORMATION AND DEADLINES

26-28 November 2021

## IMPORTANT DEADLINES:

<b>BOOKING SPACE AND TECHNICAL DATES</b>	<b>REGISTRATION PROCEDURE</b>	Fill in and send the application form to email <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> in pdf format. PESCARE SHOW Team will contact you with a customized proposal.
	<b>AREA ALLOCATION STARTING</b>	<b>May, 3 2021</b>
	<b>PARTICIPATION CONFIRM</b>	Exhibiting proposal, signed for acceptance, must be sent via email to <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> in pdf format. Deposit must be paid for the sum and to the bank account as indicated in the same proposal.
	<b>BALANCE DEADLINE</b>	<b>October, 22 2021</b> Deadline within which the <b>total balance payment</b> related to the exhibiting area allocated (Chap. II Part 1 Art.3 of the General Regulation) has to be sent to. Note: after that date any client who will sign a proposal has to pay the balance immediately.
	<b>BOOTH PROJECT APPROVAL</b>	<b>October, 1 2021</b> <b>BARE AREAS:</b> cut-off date for the <b>presentation of stand fitting &amp; layout design</b> to upload in the section "stand projects" in the reserved area
	<b>SERVICES ORDERING</b>	<b>October, 31 2021</b> Cut-off date for the presentation of the forms for ordering services (See online reserved area on the website).

<b>WITHDRAWAL RULES</b>	<b>September, 30 2021</b>	In case of withdrawal before this date the penalty will be equal to a sum corresponding to the <b>registration fee</b> specified in the participation proposal countersigned for acceptance.
	<b>October, 31 2021</b>	In case of withdrawal before this date the penalty will be equal to a sum corresponding to the <b>advance payment</b> specified in the participation proposal countersigned for acceptance.
	<b>November, 1 2021</b>	In case of withdrawal after this date, the penalty will be equal to a sum corresponding to the <b>entire amount</b> as quantified in the participation proposal countersigned for acceptance.

### FOR FURTHER INFORMATION:

	SECTOR	TEAM	PHONE	E-MAIL
<b>TEAM Sales:</b> Info for exhibitors, exhibiting space sale, advertising services sale, exhibition general information	Brand Manager Sales Account	Valentina Fioramonti Valentina Centanni Valentina Dario	0444 969 990 0444 969 088 0444 969 841	<a href="mailto:valentina.fioramonti@iegexpo.it">valentina.fioramonti@iegexpo.it</a> <a href="mailto:valentina.centanni@iegexpo.it">valentina.centanni@iegexpo.it</a> <a href="mailto:valentina.dario@iegexpo.it">valentina.dario@iegexpo.it</a>
<b>Assistenza per:</b> <b>richiesta servizi e-commerce</b>	Servizi Espositori			<a href="mailto:exposervices@iegexpo.it">exposervices@iegexpo.it</a>
<b>Technical assistance:</b> logistics and planning fitting days, dismantling days, access procedure, stand projects approval	Exhibition Design / Allestimenti HSE & Quality / Sicurezza Logistics & Mobility / Logistica	Giacomo Bernardi Mattia Gasparini Alberto Fioretti Ivan Giachin	0444 969 853 0444 969 818 0444 969 911 0444 969 929	<a href="mailto:giacomo.bernardi@iegexpo.it">giacomo.bernardi@iegexpo.it</a> <a href="mailto:mattia.gasparini@iegexpo.it">mattia.gasparini@iegexpo.it</a> <a href="mailto:alberto.fioretti@iegexpo.it">alberto.fioretti@iegexpo.it</a> <a href="mailto:ivan.giachin@iegexpo.it">ivan.giachin@iegexpo.it</a>
<b>Accounting services:</b> deposit payment, balance, invoices, request of invoices	Administration Dept.			<a href="mailto:customers@iegexpo.it">customers@iegexpo.it</a>
<b>Forms and catalogue assistance</b>	Sales Back Office	Annalisa Giacomini Alessandra Ciavatti	0444 969 907 0541 744 639	<a href="mailto:annalisa.giacomini@iegexpo.it">annalisa.giacomini@iegexpo.it</a> <a href="mailto:alessandra.ciavatti@iegexpo.it">alessandra.ciavatti@iegexpo.it</a>

## WARNING! IMPORTANT INFORMATION FOR EXHIBITORS

### International Fairs Directory

For some time now, **International Fairs Directory**, a company registered with branches in other countries, has been sending forms to exhibitor firms asking for any modifications to their company data for publication of advertisements in the Expo-Guide magazine.

On completing and signing the forms, containing the names of Italian exhibition grounds and event trademarks, the firm is then obliged to pay a sum per year.

The above-mentioned company **has NOT and has NEVER BEEN AUTHORISED** to use the name Italian Exhibition Group SpA or our event trademarks. If you should receive forms or proposals from International Fairs Directory, we strongly recommend that you read the terms VERY CAREFULLY before signing.