

# TECHNICAL FORM PESCARE SHOW 2024

## EXHIBITING RATES FORM

1 – 3 MARCH 2024

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

RATES	BARE AREA	€/sq.m. STANDARD	€/sq.m. EARLY BIRD*
	Fishing	€ 99,00	€ 84,00

**\*EARLY BIRD RATE Valid for participation applications received by December 1<sup>st</sup> 2023**

### FITTING RATES TO BE ADDED TO THE BARE AREA/sq.m. <sup>(2)</sup>

Type Standard	€ 75,00
Type Standard + Furniture	€ 87,00
Turnkey projects	Quotation on request

#### Other items <sup>(4)</sup>:

**Registration fee** (compulsory for each exhibitor) € **350,00**  
inclusive of: insurance, exhibitors' badges according to exhibit area, listing in the official catalogue and on-line and pocket guide, 1 parking permit, Wi-Fi connection

**Preferential Area Surcharge <sup>(5)</sup>** + 10% on total area rate  
**Preferential Corner Surcharge <sup>(6)</sup>** + 10% on total area rate

**Hosted companies fee** (in case of more companies inside one booth) € **600,00**

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 **set-up fee** includes: stand structure, partition walls, floor carpet, electrical system, spotlights, electrical socket, graphics with company name.

**(2)** The furnishings include: 1x1 m closet, 1 table, 3 chairs, 1 reception desk, 1 stool, 1 basket, 1 coat hanger.

**(3)** The quote is provided upon request for the turnkey set-up options.

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

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

**(6) 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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## LET YOURSELF BE TEMPTED!

### Advertising offers for PESCARE SHOW 2024

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"/> WEBSITE	<input type="checkbox"/> Logo in homepage in rotation	€ 500
	<input type="checkbox"/> News	€ 500
<input type="checkbox"/> PROMOTIONAL POST ON FACEBOOK		€ 500
<input type="checkbox"/> LIVE ON PESCARE SHOW SOCIAL CHANNELS (IG, FB)		€ 500
<input type="checkbox"/> BANNER IN THE NEWSLETTERS	<input type="checkbox"/> 100x60	€ 600
	<input type="checkbox"/> 646x220	€ 700
	<input type="checkbox"/> 974x300	€ 800
	<input type="checkbox"/> Full advertising campaign	€ 2.500
<input type="checkbox"/> CUSTOMIZED NEWSLETTER		€ 700
<input type="checkbox"/> GUIDE MAP	<input type="checkbox"/> Footer	€ 2.000
	<input type="checkbox"/> Header	€ 2.000
	<input type="checkbox"/> IV page	€ 2.500
	<input type="checkbox"/> Banner in the event planner_whole page	€ 800
	<input type="checkbox"/> Logo in the Exhibitors List	€ 500
<input type="checkbox"/> ADV ON ONLINE TICKET/FLYER		€ 800
<input type="checkbox"/> SPONSORSHIP OF SPECIAL AREAS	<input type="checkbox"/> Arena Oltremare	Quotation on request
	<input type="checkbox"/> Happy Hour for influencer / Exhibitors	Quotation on request
	<input type="checkbox"/> Sponsorship of the Social Corner / Fly Tying Experience	Quotation on request
<input type="checkbox"/> CUSTOMIZED GADGET		Quotation on request

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.pescareshow.it](http://www.pescareshow.it).

Date

Stamp and signature of contracting firm's legal representative

## VISIBILITY AND PROMOTION OPPORTUNITIES

For more details visit  
**pescareshow.it**

Find out how to promote your Brand through Pescare Show tools: choose the package that best suits your needs and interact with the Pescare Show community

	PRE - EVENT	DURING - EVENT	POST - EVENT	PRICE
<b>PACKAGE "EASY"</b>	<ul style="list-style-type: none"> <li>• Post article on website</li> <li>• Social post publication + IG stories + FB (2 stories + 1 post)</li> </ul>	<ul style="list-style-type: none"> <li>• Coverage stories IG + FB (2 for the 2 days of the event)</li> </ul>		<b>€ 1.500,00</b>
<b>PACKAGE "MEDIUM"</b>	<ul style="list-style-type: none"> <li>• Publish article on the site</li> <li>• Publish social post + stories IG + FB (1 stories + 1 post)</li> <li>• Banner newsletter (text + image)</li> </ul>	<ul style="list-style-type: none"> <li>• Coverage IG + FB stories (2 for the 2 days of the event)</li> <li>• Posts during the event IG + FB (1 post)</li> </ul>	<ul style="list-style-type: none"> <li>• Post remainder of the news presented IG + FB (1 post)</li> </ul>	<b>€ 2.500,00</b>
<b>PACKAGE "PLUS"</b>	<ul style="list-style-type: none"> <li>• Post article on website</li> <li>• Publication social post + stories IG + FB (2 stories + 2 posts)</li> <li>• Banner newsletter (text + image)</li> <li>• Company logo between top Pescare Show exhibitors</li> </ul>	<ul style="list-style-type: none"> <li>• Live/Reel broadcast during the first day of the event IG + FB stories coverage (4 stories for the two days of the event)</li> <li>• Dedicated post during the event on IG + FB (2 posts)</li> </ul>	<ul style="list-style-type: none"> <li>• Post remainder of the news presented IG + FB (1 post)</li> <li>• IG + FB stories (2 stories)</li> <li>• Banner newsletter (text + image)</li> </ul>	<b>€ 4.000,00</b>

### Promotions

- it is possible to request the social post in Reel version with the overprice of €500.00
- it is possible to request the sending of a single DEM, entirely dedicated to the exhibitor, in HTML format, with the overprice of €1500.00



# TECHNICAL FORM PESCARE SHOW 2024

## GENERAL INFORMATION AND DEADLINES FORM



1 – 3 MARCH 2024

### IMPORTANT DEADLINES:

BOOKING SPACE AND TECHNICAL DATES	REGISTRATION PROCEDURE	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.	
	AREA ALLOCATION STARTING	September 2023	
	PARTICIPATION CONFIRM	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.	
	BALANCE DEADLINE	7 <sup>th</sup> February 2024	Deadline within which the <b>total balance payment</b> related to the exhibiting area allocated (Chap. II 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.
WITHDRAWAL RULES	BOOTH PROJECT APPROVAL	26 <sup>th</sup> January 2024	<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
	5 <sup>th</sup> January 2024	In case of withdrawal before this date the penalty will be equal to a sum corresponding to the <b>advance payment</b> (30% + VAT if due of the entire amount) specified in the participation proposal countersigned for acceptance.	
	6 <sup>th</sup> January 2024	In case of withdrawal after this date, the penalty will be equal to a sum corresponding to the <b>entire amount (100%)</b> as quantified in the participation proposal countersigned for acceptance.	

### FOR FURTHER INFORMATION:

<b>TEAM Sales:</b> Info for exhibitors, <b>exhibiting space sale</b> , <b>advertising services sale</b> , exhibition general information	<b>TEAM</b> Group Exhibition Manager Project Manager Sales Account Event Specialist	Valentina Fioramonti Valentina Dario Valentina Centanni Chiara Fizzotti	<b>PHONE</b> 0541 744 243 0444 969 841 0444 969 088 0444 969 843	<b>E-MAIL</b> <a href="mailto:valentina.fioramonti@iegexpo.it">valentina.fioramonti@iegexpo.it</a> <a href="mailto:valentina.dario@iegexpo.it">valentina.dario@iegexpo.it</a> <a href="mailto:valentina.centanni@iegexpo.it">valentina.centanni@iegexpo.it</a> <a href="mailto:chiara.fizzotti@iegexpo.it">chiara.fizzotti@iegexpo.it</a>
<b>Assistance for:</b> request for e-commerce services	Exhibitor Services			<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	Logistics & Mobility / Logistics	Ivan Giachin Luca Sportiello Stefania Fin Marta Noaro	0444 969 929 0444 969 949 0444 969 970 0444 969 855	<a href="mailto:ivan.giachin@iegexpo.it">ivan.giachin@iegexpo.it</a> <a href="mailto:luca.sportiello@iegexpo.it">luca.sportiello@iegexpo.it</a> <a href="mailto:stefania.fin@iegexpo.it">stefania.fin@iegexpo.it</a> <a href="mailto:marta.noaro@iegexpo.it">marta.noaro@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>Assistance for:</b> catalog section in reserved area	Marketing Back Office			<a href="mailto:marketingbo@iegexpo.it">marketingbo@iegexpo.it</a>
<b>Forms and registration data review:</b>	Sales Back Office	Nadia Magnabosco	0444 969 942	<a href="mailto:nadia.magnabosco@iegexpo.it">nadia.magnabosco@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.