

**16 - 18 FEBRUARY 2025**

<b>EXHIBITING RATES PER SQ.M – BARE AREA <sup>(1)</sup></b>				
	<b>1 open front</b>	<b>2 open fronts</b>	<b>3 open fronts</b>	<b>4 open fronts</b>
<b>STANDARD RATES</b>	<b>€ 148.00</b>	<b>€ 164.00</b>	<b>€ 172.00</b>	<b>€ 184.00</b>

<b>TURNKEY STAND – FULL PACKAGE <sup>(2)</sup> COMPULSORY for STAND SMALLER or EQUAL to 16 sq.m</b>				
<b>TYPE A4 FOOD/BEER</b>	<b>16 sq.m</b>		<b>32 sq.m</b>	
	<b>1 open front</b>	<b>2 open fronts</b>	<b>1 open front</b>	<b>2 open fronts</b>
<b>STANDARD RATES</b>	<b>€ 4,298.00</b>	<b>€ 4,522.00</b>	<b>€ 7,946.00</b>	<b>€ 8,394.00</b>

**FOR OUR PRE EQUIPPED STANDS:** any damages to the furnishings and panels will be charged to the customers, we recommend you to find with the PROSTAND COMPANY the best solution to hang your graphics and your posters without drilling the stand's walls.

\*

**Other items <sup>(3)</sup>:**

**Registration fee** (compulsory for each exhibitor) together with the sale of digital customer invitation tickets covers insurance, exhibitors' badges according to exhibit area, inclusion in the official list of Participants, local publicity taxes, 1 parking permit, Wi-Fi connection) **€ 400.00**

security extra services and music royalties\* (compulsory) from 1 to 300 sq.m **€/mq 1,95** more than 300 sq.m **€/mq 0,95**

Note: second rate will be applied only to exceeding sq.m.

Digital Platform - Standard Profile + business card scan (compulsory) **€ 250.00**

Official list of participants entry represented company each **€ 90.00**

Hosted companies fee (in case of more companies inside one booth) **€ 1,250.00**

VAT must be added to these figures, if due

\* implementation of increasing safety requirements by the public authorities contribution (metal detectors, extra cost for international VISAs increasing control obligations, more security staff and devices as metal detectors during the exhibition) and music royalties for broadcasting.

**ELECTRONIC TRADE VISITOR TICKETS SOLD TOGETHER WITH REGISTRATION FEE**

Each exhibitor have right to receive trade visitor ticket according to paid sq.m as follows:

<b>Square meters</b>	<b>Up to 15 sq.m</b>	<b>16 - 32 sq.m</b>	<b>33 - 64 sq.m</b>	<b>more than 64 sq.m</b>
<b>Digital customer invitation Ticket (€ 2)</b>	<b>25 (€ 50.00)</b>	<b>50 (€ 100.00)</b>	<b>100 (€ 200.00)</b>	<b>150 (€ 300.00)</b>
<b>Registration Fee</b>	<b>€ 350.00</b>	<b>€ 300.00</b>	<b>€ 200.00</b>	<b>€ 100.00</b>

(1) **Bare area** rate includes area only.

(2) **Turnkey rate** includes fitting, furnishing, digital platform, carpet, power supply (1 Kw every 16 sq.m until maximum 4 Kw).

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

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### IMPORTANT DEADLINES

<b>BOOKING SPACE AND TECHNICAL DATES</b>	<b>REGISTRATION PROCEDURE</b>	Fill in and send the application form to mail <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> in pdf format. Pay deposit in order to get benefits as indicated in the application form. Beer Attraction team will contact you with a customized proposal.
	<b>BENEFITS DEADLINE</b>	<b>31<sup>st</sup> May 2024- DEADLINE FAST REBOOKING</b> An advance payment of Euro 50.00 per sqm must be paid within this date in order to take advantage of the PROMO rates
	<b>AREA ALLOCATION STARTING</b>	<b>24<sup>th</sup> JUNE 2024</b> - start of exhibiting areas allocation. After this date, the promotional rates will no longer be available and advance payments must be made as set out in the General Exhibition Regulations.
	<b>PARTICIPATION CONFIRM</b>	<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.</b> <b>Deposit (only in case not yet paid) must be paid for the sum and to the bank account as indicated in the same proposal.</b> NOTE: deposit payment made after the exhibiting proposal signature does not give any right to the benefits
	<b>BALANCE DEADLINE</b>	<b>16<sup>th</sup> DECEMBER 2024</b> - Deadline for <b>total balance payment</b> related to the exhibiting area allocated (Chap. II Art.3 - 3.1 of Gen. Rules & Regulations). Note: after that date any client who will sign a proposal has to pay the balance immediately
	<b>DEPOSIT RETURN</b>	<b>27<sup>th</sup> SEPTEMBER 2024</b> <b>Deadline of the clause regarding reimbursement of the down payments as stand confirmation.</b> (Chap. I Art 5 - 5.4 of Gen. Rules & Regulations).
	<b>BOOTH PROJECT APPROVAL</b>	<b>10<sup>th</sup> JANUARY 2025</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>TURNKEY AREAS:</b> cut off date to complete service form AB "details form for turnkey stands" in the reserved area

<b>WITHDRAWAL RULES</b>	<b>Up to 27<sup>th</sup> September 2024</b>	if the written cancellation reaches the Organizer no later than <b>27<sup>th</sup> September 2024</b> an amount equal to the registration fee <b>will be withheld</b>
	<b>From 28<sup>th</sup> September 2024</b>	if the written cancellation reaches the Organizer <b>from 28<sup>th</sup> September 2024 and till 15<sup>th</sup> December 2024</b> , the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal
	<b>From 16<sup>th</sup> December 2024</b>	if the written cancellation reaches the Organizer from the date of <b>16<sup>th</sup> December 2024</b> , penalty will be equal to an amount corresponding to the entire balance due as determined in the signed exhibiting proposal. In the event of participation proposals being signed for acceptance starting from the date of 17th December 2024, any eventual cancellation will involve a penalty equal to the entire amount due as established in the signed proposal.

#### FOR FURTHER INFORMATION:

		<b>TEAM</b>	<b>PHONE (+39)</b>	<b>E-MAIL</b>
<b>Exhibiting space sale, advertising spaces, web advertising, catalogue advertising sale</b>	Sales Account Beer Beverage	Simonetta Mariani	0541 744 521	simonetta.mariani@iegexpo.it
<b>Technical assistance:</b> online reserved area services request (e-commerce)	EXHIBITOR SERVICES OFFICE		0541 744 915 0541 744 214 0541 744 640	exposervices@iegexpo.it
<b>Technical assistance:</b> logistics and planning fitting days, dismantling days, access procedure, security	GALS office	Andrea Silvagni Roberta Sarti	0541 744 887 0541 744 241	andrea.silvagni@iegexpo.it roberta.sarti@iegexpo.it
<b>Stand Projects Approval</b>	Operations office	Andrea Silvagni Ferdinando Flores	0541 744 887 0541 744 819	andrea.silvagni@iegexpo.it ferdinando.flores@iegexpo.it
<b>Accounting services:</b> deposit payment, balance, invoices, request of invoices	Accounting office	Mariena Ventura Carla Pedriali Evis Boshku Alessandra De Vita Domenico Villani	0541 744 498	customers@iegexpo.it
<b>Fill in forms assistance:</b> signing up, changes at the company details	Back Office	Alessandra Ciavatti	0541 744 639	alessandra.ciavatti@iegexpo.it

#### NOTICES TO EXHIBITING COMPANIES

We hereby inform you that some companies, including "International Fairs Directory", "Mulpur Company Srl", "Oceandatalinks", "Fortune Business Intelligence group inc - fortunebig", based in different parts of the world and with constantly changing company names, are used to send our exhibiting companies forms in which they request to correct the data of the companies themselves, for the publication of advertisements, in online magazines, improperly using the trademarks of our events, or propose the sale of databases of names of buyers complete with company names, names of internal contacts, their contacts Email, website, addresses, telephone and fax.

The companies of the aforementioned type **HAVE NOT BEEN AUTHORIZED BY US** to use our name or the brands connected to us. Therefore, an arbitrary and illegitimate use of the distinctive signs of others is evident, in order to create misunderstandings in the recipients of the aforementioned communications. It is also understood that **Italian Exhibition Group Spa has not communicated or transferred any data of its buyers to the companies that propose the sale of databases of our buyers.**

In the event that you receive forms or proposals for the sales of database, also by e-mail, from the companies as specified above, we invite you to pay **MAXIMUM ATTENTION**, taking into account the above.

## SHELL SCHEME BOOTH

For more details:  
[www.bbtechexpo.com](http://www.bbtechexpo.com)

### TECH - 16 M<sup>2</sup>

1 OPEN FRONT



2 OPEN FRONTS



#### SET UP

Varnished walls h 290 cm  
Grey carpet

1 storage room 100x100 cm  
1 rectangular table 160x80 h 72 cm  
3 chairs  
1 stool  
1 reception desk 100x40 h 100 cm  
1 waste bin  
1 coat hanger

#### ELECTRICAL SYSTEM

1 socket 220 V  
3 lamps  
Area includes 1 kw electrical supply (220 V)  
which is enough for a normal office use

#### STANDARD GRAPHIC \*

Black company name (size 180x h 40 cm)

#### ALSO INCLUDED IN THE PRICE

Bare area rent  
Registration fee  
Digital platform - Standard profile  
Electronic invitation tickets for customers  
Wi-Fi  
Insurance  
Exhibitor's entry badge  
Parking

STANDARD RATE FROM 01.06

€ 4.298,00 + VAT € 4.522,00 + VAT

### TECH - 32 M<sup>2</sup>

1 OPEN FRONT



2 OPEN FRONTS



#### SET UP

Varnished walls h 290 cm  
Grey carpet

1 storage room 100x100 cm  
1 rectangular table 160x80 h 72 cm  
3 chairs  
1 stool  
1 reception desk 100x40 h 100 cm  
1 waste bin  
1 coat hanger

#### ELECTRICAL SYSTEM

1 socket 220 V  
3 lamps  
Area includes 1 kw electrical supply (220 V)  
which is enough for a normal office use

#### STANDARD GRAPHIC \*

Black company name (size 180x h 40 cm)

#### ALSO INCLUDED IN THE PRICE

Bare area rent  
Registration fee  
Digital platform - Standard profile  
Electronic invitation tickets for customers  
Wi-Fi  
Insurance  
Exhibitor's entry badge  
Parking

STANDARD RATE FROM 01.06

€ 7.946,00 + VAT € 8.394,00 + VAT

\* FRONT PANEL INCLUDES A STANDARD BLACK WRITING REPORTING THE NAME PUBLISHED IN THE SECTION "COMPANY PROFILE" OF THE PERSONAL AREA. IT IS POSSIBLE TO ADD THE COMPANY LOGO BUYING THE GRAPHIC THROUGH THE PERSONAL AREA AND SENDING THE PRINTABLE FILE TO [allestimenti@prostand.com](mailto:allestimenti@prostand.com)

## SUPPLY GENERAL CONDITIONS

The exhibitor is accountable for the hired material until the time of giving them back; he engages himself in covering every eventual burden deriving from the improper use of such material.

Any damage to the furnishings or panels will be charged to the customer, therefore it is advisable to check with Prostand for any solutions or suggestions for hanging graphics or posters without drilling or damaging the walls