

TECHNICAL FORM EXHIBITING RATES FORM

EXHIBITING RATES PER SQ.M – BARE AREA ⁽¹⁾				
	1 open front	2 open fronts	3 open fronts	4 open fronts
FAST REBOOKING within 29th May 2026*	€ 141.00	€ 156.00	€ 165.00	€ 174.00
STANDARD RATES from 30th May 2026	€ 154.00	€ 170.00	€ 178.00	€ 190.00

TURNKEY STAND – FULL PACKAGE ⁽²⁾ COMPULSORY for STAND SMALLER or EQUAL to 16 sq.m (including registration fee of € 650 + VAT)					
TYPE A4 FOOD/BEER	16 sq.m		32 sq.m		
	1 open front	2 open fronts	1 open front	2 open fronts	3 open fronts
FAST REBOOKING within 29th May 2026*	€ 4,026.00	€ 4,250.00	€ 7,402.00	€ 7,850.00	€ 8,170.00
STANDARD RATES from 30th May 2026	€ 4,490.00	€ 4,714.00	€ 8,330.00	€ 8,778.00	€ 9,034.00

SPECIAL PACKAGE 8 sq.m – CRAFT BREWERY⁽²⁾ (including registration fee of € 650 + VAT)		
	1 open front	2 open fronts
FAST REBOOKING within 29th May 2026*	€ 2,210.00	€ 2,242.00
STANDARD RATES from 30th May 2026	€ 2,378.00	€ 2,402.00

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.

***BE ADVISED THAT TO BENEFIT FROM PROMOTIONAL RATES THE ADVANCE PAYMENT MUST BE SETTLED BY THE DATES INDICATED, ELSE THE AFORESAID RATES CANNOT BE APPLIED**

MANDATORY ITEMS ⁽³⁾

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) Note: second rate will be applied only to exceeding sq.m.	from 1 to 300 sq.m €/mq 1,95
	more than 300 sq.m €/mq 0,95
Digital Platform - Standard Profile + business card scan (compulsory)	€ 250.00

OTHER ITEMS ⁽³⁾

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 included in the REGISTRATION FEE

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

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

- (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.

TECHNICAL FORM

GENERAL INFORMATIONS AND DEADLINES

IMPORTANT DEADLINES

BOOKING SPACE AND TECHNICAL DATES	REGISTRATION PROCEDURE	Fill in and send the application form to mail expo@iegexpo.it 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.
	BENEFITS DEADLINE	29th May 2026- DEADLINE FAST REBOOKING An advance payment of Euro 60.00 per sqm must be paid within this date in order to take advantage of the PROMO rates
	AREA ALLOCATION STARTING	3rd JUNE 2026 - 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.
	PARTICIPATION CONFIRM	Exhibiting proposal, signed for acceptance, must be sent via email to expo@iegexpo.it in pdf format. Deposit (only in case not yet paid) must be paid for the sum and to the bank account as indicated in the same proposal. NOTE: deposit payment made after the exhibiting proposal signature does not give any right to the benefits
	BALANCE DEADLINE	16th DECEMBER 2026 - Deadline for total balance payment 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
WITHDRAWAL RULES	Up to 28th September 2026	if the written cancellation reaches the Organizer no later than 28th September 2026 an amount equal to the registration fee will be withheld
	From 29th September 2026	if the written cancellation reaches the Organizer from 29th September 2026 and till 15th December 2026 , the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal
	From 16th December 2026	if the written cancellation reaches the Organizer from the date of 16th December 2026 , 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 17 th December 2025, any eventual cancellation will involve a penalty equal to the entire amount due as established in the signed proposal.

FOR FURTHER INFORMATION:

		TEAM	PHONE (+39)	E-MAIL
Exhibiting space sale, advertising spaces, web advertising, catalogue advertising sale	Sales Account Beverage	Simonetta Mariani	+39 0541 744521	simonetta.mariani@iegexpo.it
	Sales Account Beer	Margherita Morigi	+39 0541 744 496	margherita.morigi@iegexpo.it
	Sales Account Food	Amanda Reggiani	+39 0541 744 321	amanda.reggiani@iegexpo.it
	Sales Account only for Germany Companies	Carlo Gualdi	+49 176 8469 699	carlo.gualdi@iegexpo.de

NOTICES TO EXHIBITING COMPANIES

We hereby inform you that some companies, including "International Fairs Directory", "Mulpor 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.