

5 – 7 MARCH 2025

### EXHIBITING RATES PER SQ.M - BARE AREA

|                      | 1 open side     | 2 open sides    | 3 open sides    | 4 open sides    | Wide area<br>(min. 96 sq.m) |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------------------|
| <b>STANDARD RATE</b> | <b>€ 205,00</b> | <b>€ 216,00</b> | <b>€ 225,00</b> | <b>€ 231,00</b> | <b>€ 198,00</b>             |

**BARE AREA RATE** includes area only; to be added: registration fee, flat rate services, power supply, other possible costs.

All areas smaller or equal to 20 sq.m are available only in turnkey solution. See also Gen. Rules & Regulations Cap II Part 1 art. 2.

### TURNKEY STAND SOLUTIONS

| Type A              | 16 sqm      |              |              | 32 sqm      |              |              |
|---------------------|-------------|--------------|--------------|-------------|--------------|--------------|
|                     | 1 open side | 2 open sides | 3 open sides | 1 open side | 2 open sides | 3 open sides |
| Standard            | € 5.640     | € 5.816      | € 5.960      | € 10.263    | € 10.615     | € 10.903     |
| Type G              | 16 sqm      |              |              | 32 sqm      |              |              |
|                     | 1 open side | 2 open sides | 3 open sides | 1 open side | 2 open sides | 3 open sides |
| Standard            | € 5.864     | € 6.040      | € 6.184      | € 10.711    | € 11.063     | € 11.351     |
| Type A4LUX<br>SMART | 16 mq       |              |              | 32 mq       |              |              |
|                     | 1 fronte    | 2 fronti     | 3 fronti     | 1 fronte    | 2 fronti     | 3 fronti     |
| Standard            | € 7.720     | € 7.896      | € 8.040      | € 14.423    | € 14.775     | € 15.063     |

**TURNKEY SOLUTION** is mandatory for areas smaller or equal to 20 sq.m and it includes registration fee, security extra services and music royalties, fitting, furnishing, carpet, power supply (1 Kw every 16 sq.m until maximum 4 Kw). For 20 sq.m stands daily cleaning is included.

### OTHER ITEMS

**REGISTRATION FEE (compulsory for each exhibitor)** which includes: insurance as indicated in Chapter II Part 4 Art.1, DIGITAL PROFILE based on KEY ENERGY platform, exhibitor badges based on square meters. purchased, digital customer invitation tickets based on the square meters purchased worth 1 euro + VAT each v. Chapter II art. 2 of the regulation, inclusion in the list of Participant, municipal tax on advertising within 3.5m, 1 parking pass, wi-fi connection, lead scanner

**Registration fee** € **889,00**

Registration fee is sold together with the sale of invitation digital tickets, i.e.:

|                                     |   |
|-------------------------------------|---|
| up to 64 sq.m registration fee      | € 839 + 50 invitation digital tickets;  |
| up to 127 sq.m registration fee     | € 789 + 100 invitation digital tickets; |
| more than 128 sq.m registration fee | € 689 + 200 invitation digital tickets. |

|   |                                      |
|---|--------------------------------------|
| Security extra services and music royalties *                     | €/mq <b>1,95</b>                     |
| Green Area Surcharge **   | <b>+ 15% on total bare area rate</b> |
| Catalogue publication of represented companies                    | €/each <b>160,00</b>                 |
| Hosted companies fee (in case of more companies inside one booth) | €/each <b>1,900.00</b>               |

VAT must be added to all figures, if due

### Notes:

Further details and costs of participation are indicated in the General Rules and Regulations of Exhibition

\* 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.

\*\* **Green Area Surcharge:** Supplementary rate on the total area amount for those stands having at least one front or entirely placed between the two main passages.

It is calculated only on total bare area cost even if the booth is a turnkey formula. (Gen. Rules & Regulations Cap II art. 2)

# TECHNICAL FORM KEY 2025

## GENERAL INFORMATION

5 – 7 MARCH 2025

### IMPORTANT DEADLINES:

|                                   |  |   |  |
|-----------------------------------|--|---|--|
| BOOKING SPACE AND TECHNICAL DATES | <b>REGISTRATION PROCEDURE</b>  | Fill in and send the application form to email <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> and to the relative Sales Account in pdf format.<br>Pay deposit in order to get benefits as indicated in the application form<br>KEY Team will contact you with a customized proposal.  |  |
|                                   | <b>AREA ALLOCATION START</b>   | <b>FROM 1<sup>st</sup> JULY 2024</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> and to the relative Sales Account in pdf format.<br><b>Deposit</b> (only in case not yet paid) <b>must be paid</b> for the sum and to the bank account as indicated in the same proposal<br>NOTE: deposit payment made after the exhibiting proposal signature does give any right to the benefits |  |
|                                   | <b>BALANCE DEADLINE</b>  | <b>31<sup>st</sup> JANUARY 2025</b>   | Deadline for <b>total balance payment</b> related to the exhibiting area allocated<br>Note: after that date any client who will sign a proposal has to pay the balance immediately |
| WITHDRAWAL RULES                  | <b>BOOTH PROJECT APPROVAL</b>  | <b>31<sup>st</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>Within 31<sup>st</sup> October 2024</b>                               | <i>If the written cancellation reaches the Organizer no later than <b>31<sup>st</sup> October 2024</b>, the penalty will be equal to an amount corresponding to the registration fee</i>  |  |
|                                   | <b>From 1<sup>st</sup> November 2024 To 10<sup>th</sup> January 2025</b> | <i>If the written cancellation reaches the Organizer from <b>1<sup>st</sup> November 2024</b>, the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal</i>  |  |
|                                   | <b>From 11<sup>st</sup> January 2025</b>                                 | <i>If the written cancellation reaches the Organizer from the date of <b>11<sup>st</sup> January 2025</b>, penalty will be equal to an amount corresponding to the entire balance due as determined in the signed exhibiting proposal</i>   |  |

For more info please read the General Rules and Regulations always available on [www.key-expo.com](http://www.key-expo.com)

### MORE INFO AND CONTACTS:

| SECTOR   | TEAM   | PHONE +39   | EMAIL  |
|--|--|---|--|
| Info for exhibitors, exhibiting space sale, advertising spaces in exhibition pavilions, web advertising, catalogue advertising sale<br><br>INTERNATIONAL SALES | <b>SALES ACCOUNT</b><br>Claudia Costella<br>Giorgia Caprioli<br>Caterina Giolitto<br>Giulia Nicolato | 0541 744 457<br>0541 744 120<br>0541 74 4497<br>0541 744 271                                | <a href="mailto:claudia.costella@iegexpo.it">claudia.costella@iegexpo.it</a><br><a href="mailto:giorgia.caprioli@iegexpo.it">giorgia.caprioli@iegexpo.it</a><br><a href="mailto:caterina.giolitto@iegexpo.it">caterina.giolitto@iegexpo.it</a><br><a href="mailto:giulia.nicolato@iegexpo.it">giulia.nicolato@iegexpo.it</a> |
|  | <b>INTERNATIONAL SALES ACCOUNT</b><br>Fabio Matteo Rocco   | 0541 744 339  | <a href="mailto:fabiomatteo.rocco@iegexpo.it">fabiomatteo.rocco@iegexpo.it</a>   |
| <b>Technical assistance:</b> services request e-commerce   | EXHIBITOR SERVICES OFFICE  | 0541 744 214<br>0541 744 640<br>0541 744 915  | <a href="mailto:exposervices@iegexpo.it">exposervices@iegexpo.it</a>   |
| <b>Logistics:</b> fitting, dismantling, access procedure   | GALS OFFICE  | Andrea Silvagni<br>Roberta Sarti  | <a href="mailto:andrea.silvagni@iegexpo.it">andrea.silvagni@iegexpo.it</a><br><a href="mailto:roberta.sarti@iegexpo.it">roberta.sarti@iegexpo.it</a>   |
| <b>Stand projects approval</b>   | OPERATIONS OFFICE  | Andrea Silvagni<br>Valentina Serrecchia   | <a href="mailto:andrea.silvagni@iegexpo.it">andrea.silvagni@iegexpo.it</a><br><a href="mailto:valentina.serrecchia@iegexpo.it">valentina.serrecchia@iegexpo.it</a>   |
| <b>Accounting services:</b> deposit payment, balance, request of invoices  | ACCOUNTING DEPARTMENT  | Evis Boshku<br>Marilena Ventura<br>Domenico Villani<br>Alessandra De Vita<br>Carla Pedriali | 0541 744 498<br><a href="mailto:customers@iegexpo.it">customers@iegexpo.it</a>   |
| <b>Forms and registration data review</b>  | SALES BACK OFFICE  | Claudia Collese<br>Barbara Bertoglio  | <a href="mailto:claudia.collese@iegexpo.it">claudia.collese@iegexpo.it</a><br><a href="mailto:barbara.bertoglio@iegexpo.it">barbara.bertoglio@iegexpo.it</a>   |

### 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.

## TURNKEY STAND FORM

**16 MQ / 1 OPEN FRONTS - SIZE 4X4**

### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

#### A STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 100x100 cm  
1 rectangular table 160x80xh72 cm  
3 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps 300 w  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### G STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 100x100 cm  
1 rectangular table 160x80xh72 cm  
3 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps 300 w  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### A4LUX SMART STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

##### Total adhesive wall graphics covering

1 lumber room 100x100 cm  
1 Square table 70x70 cm  
4 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

#### LIST PRICE

**€ 5.640,00**

#### LIST PRICE

**€ 5.864,00**

#### LIST PRICE

**€ 7.720,00**

For any request about: energy voltage different from italian voltage (220V), personalize the booth with logo and company's colors, please contact: **Prostand Tel +39 0541 744855 - allestimenti@prostand.com**

#### SUPPLY GENERAL CONDITIONS

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

#### ORGANIZED BY

**ITALIAN EXHIBITION GROUP**  
Providing the future

**ITALIAN EXHIBITION GROUP SpA**

Via Emilia 155 - 47921 - Rimini (Italy) - P. +39 0541 744111 - C.F./P.I. 00139440408 - info@iegexpo.it - www.iegexpo.it

## TURNKEY STAND FORM

### 32 MQ / 1 OPEN FRONTS - SIZE 8X4

#### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

##### A STAND TYPE



###### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

###### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

###### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

##### G STAND TYPE



###### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

###### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

###### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

##### A4LUX SMART STAND TYPE



###### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

###### Total adhesive wall graphics covering

1 lumber room 200x100 cm  
2 Square tables 70x70 cm  
8 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

###### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

###### STANDARD GRAPHIC

Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

#### LIST PRICE

€ 10.263,00

#### LIST PRICE

€ 10.711,00

#### LIST PRICE

€ 14.423,00

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## TURNKEY STAND FORM

### 32 MQ / 2 OPEN FRONTS - SIZE 8X4

#### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

##### A STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

##### G STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

##### A4LUX SMART STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

##### Total adhesive wall graphics covering

1 lumber room 200x100 cm  
2 Square tables 70x70 cm  
8 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
2 coat hangers

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

#### LIST PRICE

€ 10.615,00

#### LIST PRICE

€ 11.063,00

#### LIST PRICE

€ 14.775,00

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