

# GUIDELINES FOR EXHIBITORS

## 1. GENERAL INFORMATION

### 1.1 ACCESS

The Exhibition will be organized within the 55<sup>th</sup> SIDO International Congress that will take place in Florence, at the Fortezza da Basso, on 17-19 October 2024.

**In order to access the Fortezza on set-up and dismantling days, the names of all exhibiting companies - and of all their fitters - will have to be registered in the portal that will be communicated.** Before the start of the event, each exhibiting company will receive the credentials to access the portal to register of all the staff independently. In the attached PDF: [Access Management Regulations](#) you will find the instructions to follow. Please find below the contact details of the person in charge:

*Ludovica - Class Services*

*Ufficio Gestione Accessi Firenze Fiera*

*Viale Strozzi 1, Firenze*

*E. [accessi@firenzefiera.it](mailto:accessi@firenzefiera.it)*

*M. +39 055 4972728*

*From Monday to Thursday, from 10.00 to 12.00*

**During set-up and dismantling days,** Class Services will supervise the entrance of exhibitors/companies that are there for the congress. The person on duty will check the registrations made online through the portal with a scanner and will allow vehicles and staff displaying their badge to access the congress venue.

The access through **Porta Santa Maria Novella** will only be used for setting up and dismantling days. It will be allowed to park only for loading and unloading operation. NO parking within Fortezza da Basso is possible.

During the Congress days, the access will be only **PEDESTRIAN** and through **Porta Faenza**.



## 1.2 TRADE EXHIBITION - OPENING HOURS

Thursday October 17	12.00 pm - 5.30 pm
Friday October 18	8.30 am - 6.30 pm
Saturday October 19	8.30 am - 3.00 pm

## 1.3 BOOTH SET-UP TIMES

### **Exhibitors who are NOT renting a pre-equipped booth**

are requested to **set up** their booth and display on:

Monday October 14	8.00 am - 7.00 pm
Tuesday October 15	8.00 am - 7.00 pm
Wednesday October 16	8.00 am - 7.00 pm ( <u>all structural arrangements must be completed</u> )
Thursday October 17	8.00 am - 11.00 am ( <u>only finishing and interior fittings will be allowed</u> )

All structural arrangements must be completed no later than 7.00 pm of October 16, and the area should be clear of any hindrance.

Each Exhibitor is the solely responsible for his own stand and of the company they engage to set up it.

### **Exhibitors renting a pre-equipped booth**

shall be granted access to **set up their display** on:

Wednesday October 16	3.00 pm - 7.00 pm
Thursday October 17	8.00 am - 11.00 am

**PLEASE NOTE:** MEL SRL is the logistic partner and forwarding agent of Firenze Fiera (Fortezza da Basso) for the handling of goods within the conference centre, including Fortezza da Basso. If you need the assistance of a forklift, a transpallet, portorage or deposit of goods and cases, you should inform MEL srl no later than October 4. Attached the PDF [MEL\\_Shipping Instructions](#) with services and rates.

### **MEL SRL**

M. +39 3510182386

E. [logistica.firenzefiera@mel-expo.com](mailto:logistica.firenzefiera@mel-expo.com)

## 1.4 BOOTH DISMANTLING TIMES

Saturday October 19                      3.00 pm - 9.00 pm

Please note that at 9.00 pm the venue must be completely clear. NO material shall be left in the venue.

The goods must be picked-up yourself or by your Courier before the end of the day.

Otherwise, you can use the services offered by MEL SRL by contacting no later than **October 4** to fix the storage and the pick-up of the goods in the week of October from 21 to 25 for a fee.

Attached the PDF [MEL\\_Shipping Instructions](#) with services and rates.

It will not be possible to make changes to the fixed stand set-up and dismantling times during the exhibition.  
Charges arising from extended set-up and dismantling times will be charged to the Exhibiting companies responsible for such extensions.

It shall be the responsibility of the Exhibitor to ensure that the dismantling and removal of goods is completed within the deadline and time stipulated in these Rules and Regulations.

## 1.5 SHIPPING STAND MATERIAL/SECRETARIAL MATERIAL (ADV FLYER)

MEL srl is the official supplier within Fortezza da Basso for the shipping, storage or handling of all materials. You can confirm these services by contacting MEL srl no later than **October 4**.

Attached the PDF [MEL\\_Shipping Instructions](#) with services and relative rates.

Any shipment must be agreed directly with MEL, which will manage the collection, storage and return of the material at the indicated stand or in the secretariat area. Any shipment, if not agreed with MEL srl, may be rejected.

The material must be delivered to the event venue **exclusively between October 7 to 14** and on each package, it must be specified whether it is **STAND MATERIAL** or **SECRETARIAL MATERIAL (ADV FLYER)**.

Below the necessary information that you will find on the **labels** (attached PDF [labels](#)):

- SHIPPER NAME/EXHIBITOR NAME
- TITLE AND DATE OF THE CONGRESS
- If it is STAND MATERIAL indicate "EXHIBITOR NAME and BOOTH NUMBER"
- NUMBER OF PARCELS and WEIGHT
- DELIVERY ADDRESS:

*Mel S.r.l. c/o Fortezza da Basso,*

*Viale Filippo Strozzi, 1 (Porta S.ta Maria Novella) - 50129 Firenze*

*M. +39 334 3568683*

*Delivery acceptance times: Monday – Friday 8am - 1pm; 2pm - 5pm*

**The format of the adv flyer (brochures/flyers) must be no larger than A4.**

**Suggested quantities: 2000/2500 pieces.**



## 2. EXHIBITION SPACES AND ASSIGNMENT

The cost for exhibition booth is EUR 440.00 per square meter + VAT.

Exhibition spaces shall be assigned according to a first-come-first-served principle, based on the date when the “booth reservation form” is received by the Organizers.

Confirmation of the booth assignment shall be sent to the Exhibitor by the Organizing Secretariat MZ Events. The invoice will be issued by SIDO. Should SIDO refuse to accept a stand booking, the deposit paid will be returned in full.

### 2.1 PAYMENT

The entire amount due for the exhibition spaces purchased, or the balance, must be received by SIDO before **September 2, 2024**.

Participation in the Congress is subject to the balance of the sponsorship/exhibition space purchased.

### 2.2 CANCELLATION

The Exhibitor shall inform the Organizing Secretariat ([sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it)) in writing before June 20 of any request for a refund of the deposit due to the cancellation of an exhibition space.

After this date there will be no refunds, and 50% of the amount related to the purchased stand space will be due to SIDO (unless otherwise stipulated in the contract).

For cancellations received from **September 2, 2024**, onwards, the full amount for the purchased exhibition space, or the agreed sponsorship, will be due to SIDO.

### 2.3 WIFI

As for the Wi-Fi network (free of charge), a dedicated account for the congress will be activated, credentials will be common.

SSID: SIDO

Password: sido2024

### 2.4 PRE-EQUIPPED BOOTHS

- **Each booth includes:**

laminated wall panels (2.5 m in height), exhibitor's name sign on front of booth, 1 table, 3 chairs, 1 bin, 1 coat hanger, 1 kilowatt of power, 1 electricity 1000watt rack with multiple plugs, 2 LED 50 watts spotlights, carpet (please refer to the attached [Pre-equipped booth](#)). If no preference is expressed, the carpet will be blue.

Any closet inside the booth is to be priced separately.

The booth will be handed-in clean, but no cleaning service is included. A cleaning service must be purchased as an extra service (please refer to the attached [services of cleaning and internet](#)).

- **Each exhibitor can personalize the booth**

It will be possible to customize the walls with graphics, which can be attached using double-sided adhesive attached onto a paper tape. The customization of the walls will be the responsibility of the exhibitor.

It will be possible to graphicise entire walls, the cost of the graphics is € 42.00 + VAT per sqm. A quote will be sent according to the request received. The graphics must be sent no later than **September 18**, according to the instructions in the specific document. Please refer to the attached [Guidelines for booth graphics](#).



## 2.5 ONLY FOR **NON-STANDARD** BOOTHS

**Each Exhibitor is required to comply with FIRENZE FIERA's "Security technical regulations"** (please refer to the attached). Companies should send the project and **the forms included in the Technical Regulations (A-B-C-D-E)** to MZ Events ([sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it)) that everything can be sent to the Fortezza da Basso technical office for approval.

**N.B.** Completion of forms "D" (*declaration for ex post fireproofing*) and "E" (*declaration for use of ex post fireproofed material*) is compulsory only if ex post fireproofed materials are used in the booth set-up.

In case you need extra lighting on the ceiling, we also enclose [a table with appendages walkable](#) (please refer to the attached) in the technical safety regulations with the permitted hangings in the Spadolini Hall in terms of weights and anchoring methods.

All of the above documents (including material certifications) must be carried during set-up for any possible inspections.

### Please note

**MAIN SPONSORS:** the maximum height possible for a booth is 3,20metres, including platform.

**EXHIBITORS:** the maximum height possible for a booth is 2,50 metres, including platform.

As a matter of respect for all exhibitors, we ask that all "island stands" be designed open on all four sides. Please take care to not obstruct the general view of other booths.

## 2.6 ADDITIONAL SUPPLIES AND SERVICES

Any request for additional services such as further electricity Kilowatts over the basic supply (1Kw), additional furniture, cleaning services, shall be sent to [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it) no later than **September 18**. SIDO will issue an invoice for such additional services. Please find attached the form:

- [electrical needs](#)
- [furniture catalogue](#)
- [services of cleaning and internet](#)

## 2.7 BADGES

**Exhibitors will receive 1 badge for every 3 square metres of stand purchased.** Main Sponsors are entitled to receive badges for their staff in the number indicated in the respective contracts.

Any additional badges must be requested to [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it) **by September 25**, at a cost of EUR 65.00 including VAT each.

The badges will be nominal and provided with a QR code, therefore personal and NOT transferable. In the week between 7 and 11 October, each staff member will receive by e-mail a QR code to bring to the venue to print their own badge, with the self-printing stations or at the Exhibitors' desk.

Security staff will be present at all entrances to ensure that only authorised persons have access. Badges allowed to entry to the exhibition area only.

Each company is required to notify [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it) of the names of the staff, with their personal email addresses, **by September 25; please send:**

**NAME - SURNAME - EMAIL** of each staff member who will be present at the stand



### 3. MANDATORY DOCUMENTATION

#### 3.1 INSURANCE FOR EXHIBITION SPACES

Every Exhibitor is required to have an insurance policy for RCT and All Risks.

If the Exhibitors wish to use their own insurance coverage for RCT and All Risks, they must submit the appendices issued by the Company in Italian/English (duly dated and signed) which contains the main and necessary features of the contract to which it refers. Please find attached the necessary elements that the appendices must include: [Insurance Policy](#)

The documentation must be sent by e-mail to [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it) no later than **September 18** and will be examined by a broker of Firenze Fiera. If the Exhibitor is unable to provide the two appendices requested with all the above-mentioned items or the documentation does not comply with what it is requested, they must proceed with the activation of Firenze Fiera's insurance coverage.

Exhibitors who do not have an insurance policy of the required type, may purchase an Insurance Policy with Firenze Fiera through the Organizing Secretariat (sending a request by email to [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it)) at the cost of EUR 100.00. Requests must be submitted before **September 18**.

#### 3.2 SALES LICENCE

MZ Events, on behalf of SIDO, in its capacity as Organiser, shall send the Municipality of Florence a request for temporary sales within the scope of the Merchandise Exhibition only for those companies that request it.

The sale is allowed inside the company's own stand in compliance with the relevant tax and customs regulations in force, with exoneration of any liability towards the organiser.

Those making the sale must fill in **the letter of sale** in the stand booking form, enclosing the document of their legal representative.

### 4. RULES OF CONDUCT

Exhibitors are required to observe a behaviour appropriate to the environment and accept the rules governing the event, in particular:

- Promotion of services/products must be truthful and guaranteed and must be carried out within their own stand.
- Products and services and related advertising must not conflict with SIDO policy, ethical principles, the Professional Code or the SIDO Bylaws.
- SIDO may, at its absolute discretion and judgment, prohibit an exhibitor from promoting a product rather than a service that conflicts with its policy or is subject to some governmental action or restriction.

#### 4.1 CONFORMITY WITH EC LEGISLATION

Law no. 7 of 2001 in the trade fair sector provides for the mandatory CE marking of all goods displayed and offered for sale. In this regard, it is also worth mentioning certain agreements, defined as "*Mutual Recognition Agreements on Conformity Assessment*", concluded at European level with certain non-EU States, on the basis of which the markings **obtained in these States are equivalent to the CE marking**. The countries in question are: Switzerland, Australia, New Zealand, Japan, the United States of America and Canada.

#### 4.2 EXHIBITION SPACE SET-UP

Exhibitors shall ensure that their booth display in no way obstructs the visibility of other exhibitors' spaces.





### 4.3 DAMAGE TO THE VENUE

Exhibitors and sales agents are liable for any damage caused to the building or to anything contained in it. In particular, walls, wood fixtures and floor covering shall not be touched or interfered with in any way.

### 4.4 DISTRIBUTION OF PRINTED MATTER

Exhibitors and sales agents shall comply with the Rules and Regulations of the Exhibition Hall in their distribution of printed matter. Printed matter shall not be distributed outside the booths.

### 4.5 PHOTOGRAPHS AND VIDEORECORDINGS

Any kind of videorecording is strictly prohibited. SIDO does not allow anyone other than the official SIDO photographer to take photos in the Exhibition Hall.

### 4.6 PROJECTIONS AND LIGHTS

Projections and lights must be within the space of the booth.

### 4.7 SOUND LIMITATIONS

Sound Systems shall be kept at a level that does not cause disturbance to other Exhibitors or participants. SIDO reserves the right to determine at what level the sound constitutes interference for others.

Audiovisual reproduction is allowed, as long as screens and monitors are positioned in such a way as not to cause congestion in the hallways, and as long as the volume is not excessively loud. SIDO reserves the right to determine what level of volume is to be considered as a disturbance to others.

No live music-playing is allowed in the Exhibition Hall, except in such cases that have been granted prior authorization by SIDO.

Please note:

During the promotional short lectures organised at the stands during the breaks (reserved for DIAMOND/PLATINUM/GOLD SPONSORS) **the use of headphone speaker systems for the Participants is recommended**, at the Sponsor's cost. Otherwise, the sound should be kept at a low level in order to not become an interference for others.

SIDO reserves the right to determine at what level the sound becomes an interference for others.

### 4.8 SECURITY SERVICE

There is NO dedicated security service during the trade exhibition.

SIDO, MZ Events, and Firenze Fiera shall not be responsible for any theft or damage to persons or property related to exhibitors and does not guarantee security for exhibitors or their products. Exhibitors are requested to take the necessary precautions to secure their exhibition area before, during and after the exhibition.

### 4.9 RULES FOR SMOKERS

SIDO has adopted a "no smoking" policy for all its events. This includes the Exhibition Hall (including the scheduled days and times for booth set-up and dismantling), all workshops and conferences, as well as breaks for food or drink, and all areas within the buildings of the Congress centre.

### 4.10 COMMON SPACES

Exhibitors shall not sublet or re-assign to any other person or company, or share with others, any portion of the space they have been assigned by SIDO.

Exhibitors shall not display any product or service in the space assigned to them other than the products or services usually distributed during their normal business activities. Violation of this rule shall lead to the immediate closing of their exhibit space and removal of the display; no refund of monies paid for space purchase shall be due.



<b>SPONSORSHIP OPPORTUNITIES</b>	
SPONSORSHIP OF THE OFFICIAL PHOTO SHARING PLATFORM (logo or video and link) with the possibility to collect user data	€ 2,500
SPONSORSHIP OF POSTER AWARDS, each	€ 1,000
1 ADV FLYER IN THE PARTICIPANTS' CONGRESS BAG (for exhibitors only)	€ 800
LOGO AND LINK ON THE SIDONEWS (relative to the Congress) TO ALL SIDO MEMBERS - LIMITED AVAILABILITY	€ 2,500
LOGO IN THE POSTER DISPLAY AREA (4 SCREENS + 2 TOTEMS)	€ 3,000
LOGO ON 2 BADGE SELF-PRINTING MACHINES (IN THE REGISTRATION AREA)	€ 3,000
COFFEE BREAK FOR PARTICIPANTS, each	€ 5,000
LUNCH FOR PARTICIPANTS, each	€ 10,000
FULL PAGE AD IN THE ON-SITE PROGRAM, DISTRIBUTED TO ALL CONGRESS PARTICIPANTS	
Back cover	€ 3,500
Right Hand page	€ 2,500
Left Hand page	€ 2,000

The applicable VAT will be added.

**For information please contact:**

MZ Events  
**Organizing Secretariat**

*Francesca Lavagnino or Diletta Bovone*  
[sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it)