

## VISUAL ADVERTISING REQUEST

FOR DETAILS ON THE TYPES OF ADVERTISING STRUCTURES AND PRICES GO TO [www.madeexpo.it/en/modulistica\\_publicita.php](http://www.madeexpo.it/en/modulistica_publicita.php)

### GENERAL REGULATIONS

- 1) Exhibitors taking part in MADE Expo (organised by Made eventi srl) and firms that provide services in the sector to which the exhibition is dedicated may submit a request for "Advertising Spaces" using the structures made available by Fiera Milano within the Rho exhibition centre.
- 2) Construction and preparation of the media (paper, foam core, PVC, etc.) for the aforesaid structures shall be carried out exclusively by Fiera Milano.
- 3) Requests for advertising spaces must be received by MADE eventi srl at least 60 days before the scheduled opening date of the exhibition and must be signed by the legal representative of the applicant firm. Said requests validly and irrevocably commit the applicant firm, but do not place MADE eventi srl under any obligation. If the requests are accepted, MADE eventi srl shall notify the applicant thereof by suitable means at least 30 days prior to the opening date of the exhibition.
- 4) For technical and organisational reasons, MADE eventi srl reserves the right to change the request or agreed positioning of advertising spaces and if necessary limit the forms of advertising, even if already confirmed. In the event of force majeure, MADE eventi srl shall have the right to terminate all or part of the contract; in such a case the applicant firm shall not be entitled to any indemnity or compensation, beyond a total or proportional refund of the amount paid, where applicable.
- 5) At the time of notifying the applicant firm of its acceptance of the advertising space request, or at some time thereafter, MADE eventi srl shall send an invoice for the advertising structure requested. Payment of said invoice, and of any other expenses incurred by MADE eventi srl to fulfil the advertising request, must be received prior to the start of stand set-up.
- 6) The amount indicated in the invoice includes both the advertising fee and the construction and preparation costs of Fiera Milano. In addition to the rental of the advertising space, the sum indicated on the invoice includes the building and installation of the medium by Fiera Milano, which will also remove and destroy it at the end of the event. If the company wishes to keep the medium, it must make a written request in this sense when it submits the materials for printing. If the company intends to reuse materials for a subsequent edition of the exhibition, it must declare this intention when booking its advertising space, to make sure that in addition to the rental fee it is only billed for expenses relating to the assembly of the media.
- 7) In the event of cancellation on legitimate and substantiated grounds of impossibility, the applicant firm may request MADE eventi srl to release it from its commitment by sending a registered letter with advice of receipt at least 90 days before the scheduled opening date of the exhibition and paying an amount equal to 50% of the advertising fee, notwithstanding any other rights of MADE eventi srl. If cancellation takes place after the specified deadline, the firm shall be obliged in any case to pay the entire amount indicated in the invoice, notwithstanding the right of MADE eventi srl to claim reimbursement for any further direct or indirect damage.
- 8) To enable preparation of the medium for the advertising space, the applicant firm shall submit to MADE eventi srl a CD containing an image on a 1:10 scale + colour proof at least 30 days prior to the start of the exhibition; the images submitted must be in CMYK form and the vector files of the colours composed in CMYK must include a pantone reference. Required image processing software: QuarkXpress, Adobe Illustrator, Adobe PhotoShop and Freehand. All the materials necessary for media preparation must be sent to MADE eventi srl, Via Moscova 7, 20121 Milano.
- 9) For any matters not provided for under these general terms and conditions, the provisions of the Italian Civil Code shall apply. The Court of Milan shall have exclusive jurisdiction in any dispute.

Company \_\_\_\_\_

Address \_\_\_\_\_

Zip Code \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Ph. \_\_\_\_\_

Fax \_\_\_\_\_

Website \_\_\_\_\_

E-Mail \_\_\_\_\_

V.A.T. number \_\_\_\_\_

**The undersigned Company having read, acknowledged and accepted without reserve in all its parts, according to the existing laws, the general regulations written above, requests the following advertising positions:**

TYPE	STRUCTURE CODE	QUANTITY	UNIT PRICE	AMOUNT*

\* The above amounts are subject to V.A.T. as per law, which shall be added to the invoice

Date \_\_\_\_\_

Company Stamp & Authorized Signature \_\_\_\_\_

The applying company declares that it specifically approves the conditions contained in the following articles of the General Regulations:

2) Bearings of advertising structures; 4) Right to make changes or terminate the contract and exemption from liability; 6) Costs and ownership of the structures; 7) Right of cancellation; 9) Jurisdiction.

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- 7) In the event of cancellation on legitimate and substantiated grounds of impossibility, the applicant firm may request MADE eventi srl to release it from its commitment by sending a registered letter with advice of receipt at least 90 days before the scheduled opening date of the exhibition and paying an amount equal to 50% of the advertising fee, notwithstanding any other rights of MADE eventi srl. If cancellation takes place after the specified deadline, the firm shall be obliged in any case to pay the entire amount indicated in the invoice, notwithstanding the right of MADE eventi srl to claim reimbursement for any further direct or indirect damage.
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