

## GUIDELINES FOR EXHIBITORS

### 1. GENERAL INFORMATION

The Exhibition will be organized within the 52<sup>nd</sup> SIDO - 18<sup>th</sup> AIDOR International Congress that will take place in Florence, at the Fortezza da Basso, on 11-13 November 2021.

Access to Fortezza da Basso, for participants, and for all organizing, technical, assistance, set-up and catering staff, suppliers, security, etc., will be subject to the presentation of a valid green pass or equivalent document, and to temperature checks.

**In order to access the Fortezza on set-up and dismantling days ([please refer to the attached Firenze Fiera Access Regulations](#)), the names of all exhibiting companies - including all the staff - will have to be registered on the location website.** The instructions provided in the information note on Rules & Regulations must be duly followed. The person in charge, Ms. Ludovica (Class Services), will be available and will provide any further clarification you may need. Find hereafter her contact details:

Ludovica - Class Services  
Florence Fiera Access Management Office  
Viale Strozzi 1, 50123 Florence (Italy)  
Tel. +39 055 4972728  
E-mail: [accessi@firenzefiera.it](mailto:accessi@firenzefiera.it)  
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.

#### Exhibition Opening Hours

Thursday	November 11, 2021	5 pm -- 8 pm
Friday	November 12, 2021	9 am -- 6 pm
Saturday	November 13, 2021	9 am – 2.00 pm

#### 1.1. Booth Set-up times

Exhibitors who are **not renting a standard booth** are requested to **set up** their booth and display on **November 9 from 8 am to 7 pm, November 10 from 8 am to 7 pm** (deadline for the structural set-ups), **November 11 from 8 am to 3 pm** (finishing).

Note: (Major Sponsors will not be able to set up on this day; the stands must be ready from the evening of November 10. Only finishing and interior fittings will be allowed.

Exhibitors renting a **standard booth** shall be granted access to **set up their display on Thursday November 11, from 8 am and 3 pm.**

Please [find attached](#) the different paths allowed to the exhibition fitters during the booth set-up times.

#### 1.2 Booth Dismantling times

Booth dismantling and removal of merchandise shall take place on Saturday November 13, between 3 pm and 7 pm; the remaining goods have to be picked-up yourself or by your Courier before the end of the day. Otherwise you can use the services offered by MERKUR EXPO LOGISTICS GMBH, ([please find attached](#) all the available services and their rates), by contacting Mr. Lino Caravecchia

[lino.caravecchia@merkur-expo.com](mailto:lino.caravecchia@merkur-expo.com) before October 18 in order to fix the storage and the pick-up of the goods for the next Monday, October 15.

Exhibitors must ensure that all dismantling and removal operations are carried out and completed within the deadlines established in these Rules and Regulations. Any cost incurred by due to extension of set-up and dismantling times shall be charged fully to the Exhibiting companies responsible for such extensions. Should any material still remain in the exhibition area after the given deadline, it shall be removed by Firenze Fiera and stored at the risk and expense of the Exhibitor, who hereby accepts this provision.

### 1.3 Shipping of Exhibit and Display Goods

We remind that if you are going to ship the goods through a courier, the goods have **COMPULSORILY** to arrive on Wednesday, November 11, (if the goods are delivered before November 11, they will be rejected unless you have a different agreement with MERKUR EXPO LOGISTICS)

#### All items of shipments shall be labeled as follows:

(Name of Sender)

52<sup>nd</sup> SIDO - 18<sup>th</sup> AIDOR International Congress, November 11 - 13, 2021

Merchandise for booth: [NAME OF EXHIBITOR and BOOTH NUMBER]

c/o Fortezza da Basso Viale Strozzi n. 1 - 50129 Firenze - ITALY

Your Couriers must deliver the goods to the booth, goods left in the registration area will be rejected (please be sure that your couriers can do such a delivery when organizing the shipment)

Otherwise you can use the services offered by MERKUR EXPO LOGISTICS GMBH, (please [find attached](#) all the available services and their costs), and you can contact Mr. Lino Caravecchia

[lino.caravecchia@merkur-expo.com](mailto:lino.caravecchia@merkur-expo.com)

by October 18.

### 1.4 Material for congress bags or on display desks

Shipment of material for congress bags (leaflets or promotional items) as agreed in the contract:

#### Ship your items to:

52<sup>nd</sup> SIDO - 18<sup>th</sup> AIDOR International Congress, November 11 - 13, 2021

Merchandise for congress bags (or on display desks): COMPANY NAME

c/o Fortezza da Basso Viale Strozzi n. 1 - 50129 Firenze - ITALY

Attn: MZ Congressi, organising secretariat (registration desk)

### 1.5 Forklift, Manpower, Storage Services

If you need any forklift, manpower and storage service you can contact Mr. Lino Caravecchia [lino.caravecchia@merkur-expo.com](mailto:lino.caravecchia@merkur-expo.com) by October 18 (please [find attached](#) all the available services and their costs).

## 2. EXHIBITION SPACES AND ASSIGNMENT

### 2.1. Exhibition Space Assignment

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. In order to avoid difficulties, every Exhibiting company is required to list at least three options, in order of preference.

**Confirmation of the booth assignment** shall be sent to the Exhibitor by the Organizing Secretariat. The invoice will be issued by SIDO.



## 2.2 Exhibition Booth Fees

The cost for exhibition booths is **EUR 400.00 per square meter + VAT**. Each booth includes: laminate wall panels (2.5 m in height), 1 Table in laminate 120x80 cm, 3 lacquered metal chairs, 1 wastepaper basket (black PVC), 1 coat stand (black), 2 50-Watt led spotlights, 1 electricity rack with multiple plugs, exhibitor's name sign on front of booth, 1 kilowatt of power. ([see the example attached](#)).

Each exhibitor can personalize the booth.

The booth will be handed in clean, but no cleaning service is included. A cleaning service must be purchased as an extra service ([see attachment](#)).

### 2.2.1. Badges

Exhibitors' badges are valid for the trade exhibition only and give no access to the scientific sessions.

Exhibitors are entitled to receive, on booth set-up day or on the first day of the congress, 1 badge for each 3 sqm of booth space purchased.

Any application for additional badges – at the cost EUR 60.00 VAT included – shall be submitted to MZ Congressi ([sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com)) before **October 18, 2021**.

Security staff will monitor all access points, to ensure that only authorized persons are granted entry to the Exhibition Hall.

Each company must notify [sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com) of the names of the staff who will be present on the booth before 18 October 2021.

## 2.3 Additional Supplies and Services

Any request for additional services ([please find attached](#) the form), such as further electricity, portorage, forklift, hostesses, cleaning services, shall be sent to MZ CONGRESSI ([sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com)) before **October 18, 2021**. SIDO will issue an invoice for such additional services.

## 2.4 Payment

The entire amount due for the exhibition spaces purchased, or the balance, must be received by SIDO before **October 31, 2021**.

## 2.5 Reservations that cannot be accepted

Should SIDO decide not to accept a reservation, the down payment shall be returned.

## 2.6 Cancellation

The Exhibitor shall inform the Organizing Secretariat ([sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com)) in writing before **October 18, 2021** of any request for a refund of the deposit due to the cancellation of an exhibition space.

After this date there will be no refund of the deposit paid.

Before 18 October, 50% of the amount paid will be refunded.

## 3. MANDATORY DOCUMENTATION

### 3.1 Insurance for Exhibition Spaces

Every Exhibitor is requested to have an insurance policy covering theft and damage to goods, and a Civil Liability policy covering the risk of injury or damage caused to third parties or to the facilities of Firenze Fiera.

A copy of the insurance policy shall be sent to the Organizing Secretariat before **October 18, 2021**. Exhibitors shall send a scanned copy by email -- at least the front page of the policy, stating clearly the name of the Insurance company and the maximum amount covered, and especially whether the policy has an "extension" covering the participation in events.

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@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com) ) at the cost of EUR 100.00. Requests must be submitted before **October 18, 2021**.

### 3.2 Sales Licence

MZ Congressi, 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.

### 3.2 Only for Non-Standard Booths

Each Exhibitor is required to comply with FIRENZE FIERA's "[Technical Regulations](#)". Companies should send the project and [the forms](#) included in the Technical Regulations (A-B-C-D-E) to MZ Congressi ([sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com)), before and no later than 18 October 2021, so 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 in the technical safety regulations with the permitted hangings in the Spadolini Hall in terms of weights and anchoring methods.

## 4. Rules of Conduct

Exhibitors are obliged to observe attitudes appropriate to the environment and accept the rules governing the conference event, in particular:

1. Promotion of services/products must be truthful and guaranteed, and must be carried out within one's booth.
2. Products and services, and related advertising must not be in conflict with SIDO policy, ethical principles, the Professional Code or the SIDO Statutes.
3. SIDO may, at its absolute discretion, prohibit an exhibitor from promoting a product rather than a service that conflicts with its policy or is subject to any governmental action or restriction.

### 4. 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. Anyone found in infringement of this rule shall be expelled from the Exhibition Hall.

#### 4.6 Projections and Lights

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

#### 4.7 Sound Limitations

Amplification shall be kept at a level that does not cause disturbance to other Exhibitors or participants. 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.

#### 4.8 Security Service

SIDO shall provide a general 24-hour security service for the Merchandise Exhibition for the entire duration of the exhibition. SIDO 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 center.

#### 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.

#### 4.11 WiFi

As for the Wi-Fi network (free of charge), a dedicated account will be activated, and the credentials will be communicated to you as soon as possible. Should you require Wi-Fi customization for your booth, requests must be sent directly to the organising secretariat that will take care of the setting.

### PROMOTIONAL OPPORTUNITIES

<b>Get Together</b> Congress venue, exhibit hall Thursday, November 11	15.000 € + VAT
<b>FLYER'S INSERTION IN THE CONGRESS BAG</b>	1.500 € + VAT
<b>POSTER DISPLAY</b> Logo on the home page of the Poster Display	2.000 € + VAT
<b>N° 1 coffee break</b> (Saturday 13 November)	2.500 € + VAT

### For information please contact:

MZ Congressi  
Ph +39.02.66.80.23.23

*Francesca Lavagnino or Cecilia Nepi*  
[sponsorSIDO@mzcongressi.com](mailto:sponsorSIDO@mzcongressi.com)