

# REGISTRATION FORM

## FIRENZE FIERA / Fortezza da Basso 18–20 May 2012

### EXHIBITING COMPANY

Please use capital letters. TTG Italia cannot be held responsible for any errors due to illegible writing

EXHIBITING COMPANY ..... 

Company code <small>(for TTG office use only)</small>									
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Address .....

Zip Code ..... City ..... Country .....

Area code ..... Ph ..... Fax .....

General e-mail (e.g. info@...) .....

Web site .....

VAT no. ....  Exempt from VAT\*\*

### COMPANY DETAILS FOR THE PUBLICATION OF THE OFFICIAL CATALOGUE

EXHIBITING COMPANY .....

Address .....

Zip Code ..... City ..... Country .....

Area Code ..... Tel ..... Fax .....

General e-mail (e.g. info@...) .....

Web site (e.g. www...) .....

### SECTOR (PLEASE TICK ONE SECTOR ONLY. THE SECTOR WILL IDENTIFY YOUR COMPANY IN THE CATALOGUE)

#### ACCOMMODATION

- 3\*\*\* Hotels
- 4\*\*\*\* Hotels
- 5\*\*\*\*\* Hotels
- Guest houses/Farm houses/B&B
- Historic venues/Villas/Castles
- Hotel chains
- Hotels with convention facilities
- Hotels/Campings
- Lodges/Resorts
- Mountain Refuge Huts
- Religious centres  
with accommodation
- Residences/Appartments/  
Holiday villages
- Wellness hotels

#### ASSOCIATIONS

- Cral
- Trade associations

#### CULTURE/ENTERTAINMENT

- Art Galleries
- Educational farms
- Event ticket offices
- Festivals/Events
- Museums/Archaeological sites
- Theatres/Cinemas
- Theme parks

#### DESTINATIONS/TOURISM BOARDS

- Convention bureau
- International tourist boards
- Italian tourism tourist boards
- Tourism and supplier consortiums
- Tourism board representatives

#### FINANCIAL SERVICES

- Banks/Finance
- Insurance
- Tourism investments/Real estate

#### INSTITUTIONS/PUBLIC BODIES

- Committees
- Embassies/Consulates
- Foundations
- Funds
- Institutions/Public bodies
- Local Govt. Tourist Departments

#### MARKETING/COMMUNICATIONS

- Advertising companies
- Integrated communication agencies
- Marketing agencies
- Media centres
- PR and press offices

#### MEDIA/PUBLISHING

- Media/Publishing

#### MEETING INDUSTRY

- Dmc
  - Conference centres
  - Exhibition organizers
  - Incentive houses
  - Locations for Events
- #### REPRESENTATIVES
- Aeronautical brokers
  - Gsas
  - Hotel brokers
  - Hotel representatives
  - Tourism representatives
- #### SERVICES
- Advertising material
  - Catering
  - Entertainment agencies
  - Tourism service companies
  - Tourism guides/escorts

#### SPORT/Wellness/LEISURE

- Golf courses
- Nature parks
- Outlets
- Restaurants
- Spa resorts
- Sports Facilities
- Various tourism attractions

#### TECHNOLOGY/WEB

- Online Tourism/Booking & reservation
- Gdss/Crss
- Software houses

#### TOUR OPERATORS

- Tour operators
- Inbound Tour Operators
- Wholesalers
- Coach operator
- Cruise lines

#### TRAINING / JOB / RESEARCH

- Training centres
- Research institutes
- University
- Schools

#### TRANSPORT

- Airlines
- Airports
- Car parks
- Car rentals
- Ferry lines
- Ports
- Railways
- Ski lifts/Chair lifts/Cable cars

#### TRAVEL AGENCIES

- Agency networks
- Business travel agencies

# REGISTRATION FORM

## FIRENZE FIERA / Fortezza da Basso 18–20 May 2012

### CONTACT PERSON (TO USE FOR INFORMATION AND COMMUNICATION)

Name and Surname .....

COMPANY .....

Address .....

Zip Code ..... City ..... Country .....

Direct Ph ..... Direct fax ..... Mobile .....

Personal e-mail .....

### JOB TITLE

**ADMINISTRATION AND ACCOUNTING**

- Director
- Professional
- Staff employee

**BOOKING**

- Director
- Professional
- Staff employee
- Front office agent

**COMMUNICATION/ PUBLIC RELATIONS**

- Director
- Professional
- Staff employee
- Consultant
- Media relations

**CUSTOMER CARE/ CALL CENTER**

- Director
- Professional
- Staff employee

**EVENTS**

- Director
- Professional
- Staff employee
- Consultant

**INFORMATION TECHNOLOGY**

- Director
- Professional
- Staff employee
- Consultant

**MANAGEMENT**

- Chairman
- Managing director
- General manager

- Owner
- Assistant of the management
- Consultant

**MARKETING**

- Director
- Professional
- Staff employee
- Consultant

**PLANNING**

- Director
- Professional
- Staff employee
- Consultant

**POLITICAL AND INSTITUTIONAL**

- President
- Vice-president
- Minister
- Mayor/Deputy Mayor

- Councillor
- Ambassador/Consul
- Public functionary

**PUBLISHING**

- Journalist
- Editor
- Chief editor
- News editor
- Reporter
- Office manager
- Freelance journalist
- Press photographer
- Tv cameramen
- Correspondent

**PURCHASE DEPARTMENT**

- Director
- Professional
- Staff employee

**R&D, EDUCATION, HUMAN RESOURCES**

- Director
- Professional
- Staff employee
- Consultant
- Professor
- Student

**SALES**

- Director
- Professional
- Staff employee
- Sales agent
- Front office agent
- International markets

**SECRETARIAT/GENERAL SERVICES**

- Secretary

### INVOICE INFORMATION (IF DIFFERENT FROM "EXHIBITING COMPANY" DETAILS)

EXHIBITING COMPANY .....

Company code  
(for TTG office use only)

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Address .....

Zip Code ..... City ..... Country .....

Area code ..... Ph ..... Fax .....

VAT no .....  Exempt from VAT\*\*

**\*\*ATTENTION:** If exempt from VAT (articles 8/8bis/9 of Italian Presidential Decree no. 633/72), please enclose the original DECLARATION OF INTENT addressed to:  
TTG Italia S.p.A. – Via A. Nota 6 – 10122 Turin, Italy

THE INVOICE WILL BE MADE OUT TO THE ABOVE ADDRESS; SHOULD YOU REQUIRE OTHERWISE, PLEASE INFORM THE EVENTS DIVISION IN MILAN UPON CONFIRMATION.  
IF NOTIFICATION IS NOT GIVEN, INVOICES WILL NOT BE REISSUED.

# STAND PACKAGES

FIRENZE FIERA / Fortezza da Basso  
18–20 May 2012

## STAND PACKAGES

TYPE	PACKAGE
<p><b>STANDARD</b> 8 sqm (4x2)</p> <p>Corner supplement € 200,00 + VAT</p>	<ul style="list-style-type: none"> <li>&gt; Carpet</li> <li>&gt; Walls</li> <li>&gt; 1 table</li> <li>&gt; 4 chairs</li> <li>&gt; 1 wastebasket</li> <li>&gt; 1 company name board</li> <li>&gt; Cleaning of the stand</li> <li>&gt; 1 kw electricity and connection – 1 socket, 2 spotlights</li> <li>&gt; 1 online agenda with buyer: 8 appointments Friday – 4 appointments Saturday morning</li> </ul> <p><b>€ 2.500,00 + VAT</b></p>
<p><b>LARGE</b> 16 sqm (4x4)</p> <p>Corner supplement € 200,00 + VAT</p>	<ul style="list-style-type: none"> <li>&gt; Carpet</li> <li>&gt; Walls</li> <li>&gt; 1 table</li> <li>&gt; 4 chairs</li> <li>&gt; 1 wastebasket</li> <li>&gt; 1 company name board</li> <li>&gt; Cleaning of the stand</li> <li>&gt; 1 kw electricity and connection – 1 socket, 2 spotlights</li> <li>&gt; 2 online agenda with buyer: 16 appointments Friday – 8 appointments Saturday morning</li> </ul> <p><b>€ 4.500,00 + VAT</b></p>
<p><b>SPECIAL</b> 32 sqm and more</p> <p>Corner supplement € 200,00 + VAT</p>	<p><b>Each module includes:</b></p> <ul style="list-style-type: none"> <li>&gt; 32 sqm of bare area</li> <li>&gt; 4 online agenda with buyer</li> </ul> <p><b>€ 8.000,00 + VAT</b></p> <p>Each additional square metre: € 250,00 + VAT 1 extra on line agenda for every additional 8 square-metre space</p> <p><b>*Attention</b> Stand cleaning service not include</p>



# GENERAL REGULATIONS

## FIRENZE FIERA / Fortezza da Basso 18–20 May 2012

**ARTICLE 1 - DATES/TIMES OF THE FAIR:** Art & Tourism 2012, organized by the Events Division of TTG Italia S.p.A. (a Rimini Fiera Group Company) will be held in Firenze - Fortezza da Basso, viale Filippo Strozzi, 1 – 50129 Firenze (Fi), **from 18<sup>th</sup> to 20<sup>th</sup> May 2012**. Access to the fair will be as follows: Friday 18<sup>th</sup> May 9.30-18.30, Saturday 19<sup>th</sup> May 9.30-22.30 and Sunday 20<sup>th</sup> May 9.30-18.00. The Organizer reserves the right to change the dates and the opening and closing hours of the pavilions; this does not give the exhibitors any right to claim refunds or indemnity. The Fair will be opened to professional operators of artistic, cultural and touristic sectors from Friday 18<sup>th</sup> May 9.30 to Saturday 19<sup>th</sup> May at 14.00. From Saturday 19<sup>th</sup> May at 14.00 to Sunday 20<sup>th</sup> May at 18.00. (closure of the Fair) the Fair will be opened also to the public.

**ARTICLE 2 - ATTENDANCE COSTS: The original Registration Form, duly compiled and signed by the legal representative must be sent to TTG Italia S.p.A. Events Division, Foro Buonaparte, 74 - 20121 Milan (Italy).** Registration forms will be accepted until all available spaces have been allocated.

**The original signed registration form will be valid only with the down payment of 30% of the total amount. The balance of the attendance fee must be paid within 30<sup>th</sup> March 2012. For those who register after this date we request immediate payment of the total balance.** In case of non-fulfillment TTG Italia reserves the right to prevent the exhibitor from participating in the event and also reserves the right to request compensation for damages due to non-fulfillment. The exhibition areas are visible and accessible. The attendance fee for the modular stands, for the duration of the fair, is as follows:  
Stand 8 sqm: from € 2.500,00 + VAT  
Stand 16 sqm: from € 4.500,00 + VAT  
Special stand from 32 sqm from € 8.000,00 + VAT  
All prices are exclusive of VAT. There are no registration fees.

**ARTICLE 3 - CONFIRMATION OF ADMISSION:** In order to be admitted as an exhibitor, the registration form must be accepted by TTG Italia S.p.A. which decides and then sends the exhibitor written confirmation of the contractual terms. TTG Italia S.p.A. will guarantee equal opportunities for access to the event to all interested operators that meet the criteria. In case of refusal to admit an exhibitor, the organizer TTG Italia S.p.A. must specify the reason for this refusal if specifically requested.

**ARTICLE 4 - RELINQUISHMENT OF ATTENDANCE AND REDUCTION OF EXHIBITING AREAS:** Exhibitors who can prove that they are unable to take part in the event, can ask for the contract to be annulled by sending a written request **by registered post with confirmation of delivery**. In this case TTG Italia S.p.A. will apply the following penalties: **30%** of the entire registration fee for cancellations received from 60 to 30 calendar days before the event. **100%** of the registration fee for cancellations received after this deadline. TTG Italia S.p.A. will apply the same penalties and conditions, in case of reduction of the exhibiting area, due to a specific request of the Exhibitor to TTG Italia S.p.A.

**ARTICLE 5 - TRANSFER:** It is absolutely prohibited to transfer a stand or part of a stand, even free of charge. Failure to comply with this regulation will lead to the annulment of the contract and the consequent immediate closure of the stand, without any refund for fees paid and expenses sustained.

**ARTICLE 6 - ALLOCATION OF THE EXHIBITION AREAS:** The allocation of the exhibition areas is decided by TTG Italia S.p.A. in order to do so, it takes into account the general interest of the event, the date when the registration form was received, the area requested and, as much as possible, the preferences expressed by the applicant. TTG Italia S.p.A. reserves the right to change the position of the stand, even if already assigned, or to vary the dimensions when necessary for technical and/or organizational reasons.

**ARTICLE 7 - FORCE MAJEURE:** If the event cannot take place due to circumstances beyond TTG Italia's control or for reasons independent of its volition, the commitment made to third parties and the expenses for the organization will be divided among the registered exhibitors within the limits of the agreements made and to be made. Any residual sums will be refunded in proportion to the agreements made and to be made with the participants.

**ARTICLE 8 - RESPONSIBILITY:** The organizer does not assume any responsibility for work done by third parties including transporters, suppliers etc. for the non-delivery of goods to the established place for whatever reasons, even those deriving from eventual customs clearance.

**ARTICLE 9 - SAFETY:** Exhibitors are responsible for respecting, inside their stands, the safety regulations (Italian Legislative Decree no. 81/2008 and subsequent amendments and integrations as what is laid down in Italian Legislative Decree no. 106/2009). The material used for setting up the stands must be fireproof, fire resistant and rendered incombustible (respect of all the normative fireproof, of Ministerial Decree 03.09.2001 and Ministerial Decree 28.05.2002, included the Ministerial Circulars and the Letter-circulars of sector). Possible additional connections must be meticulously followed observing the technical norms, the normative CEI (Italian Electronic Committee) and the Ministerial Decree 37/2008. The Exhibitor is entirely responsible for non-observances of the above normative and to whatever norms in connection with the correct use of space, environment and materials. Some articles in this document, regarding safety and installation regulation are taken from Technical Regulations of the Event; a copy of the integral version can be requested from the organizer when the exhibition space is confirmed.

**ARTICLE 10 - AUDIOVISUAL EQUIPMENT AND SIAE RIGHTS (ITALIAN SOCIETY OF AUTHORS AND PUBLISHERS) RIGHTS, ARTISTS AND PERFORMERS AND RECORD COMPANY RIGHTS:** The use of audiovisual equipment is allowed to support the activity of the exhibitor as long as the volume of the sound is kept low (maximum 50 decibels) and does not disturb the running of the event. TTG Italia S.p.A. reserves the right to suspend this transmission any time it feels this is necessary. The fulfillment of any SIAE rights, and the request for "entertainment permits" for the reproduction and broadcasting of material from the SIAE and SCF repertoire, is the sole responsibility of the exhibitor.

**ARTICLE 11 - DISTRIBUTION OF PROMOTIONAL MATERIAL:** It's strictly forbidden to distribute any kind of material outside the assigned exhibition area during the event. It is furthermore forbidden to exhibit or distribute, either free of charge or for payment, any type of graphic material (brochures, booklets, printed matter, posters, maps etc.) which is not of a commercial nature or which could be considered (even unintentionally or occasionally or a one-off) a criticism, a direct comparison, or an offence to other exhibitors or against public morals. It is also forbidden to distribute questionnaires, petitions or other documents in order to collect signatures, declarations or information which is not strictly and exclusively related to the exhibitor's activity as well as material in direct competition with the event itself. People attending the fair can carry out commercial business at their stand for their own company and for companies they represent using promotional and advertising tools which are relevant to the products for which the exhibitor has been admitted. Any kind of sales with the immediate delivery of goods/products is strictly forbidden.

**ARTICLE 12 - SECURITY SERVICE:** The Organizer provides a general 24-hour security service. The surveillance of the stands and their contents, during the stages of setting-up, dismantling and opening of the pavilions is the responsibility of the Exhibitors. They are therefore obliged to have their own personnel at the stands during the opening hours of the fair and to keep them there until the fair closes in the evening.

**ARTICLE 13 - INSURANCE:** When the exhibitor pays the attendance fee, TTG Italia S.p.A. automatically insures them with an "Exhibition and Fairs Guarantee" and "Tort Liability toward Third parties" Guide (1 Guarantee Exhibitions and Fairs 2 Guarantee of civil responsibility towards third parties). For any extra policies there will be specific communications.

**ARTICLE 14 - RULES AND REGULATIONS:** The organizer reserves the right to issue, with immediate obligatory effect, any other regulations, which will be advised in writing before being applied. In case of noncompliance with these general regulations, TTG Italia S.p.A. can adopt the provision to expel an exhibitor. In this case the exhibitor has no rights to any form of refund or indemnity.

**ARTICLE 15 - COMPLAINTS AND COMPETENT COURT OF LAW:** Any complaints must be sent in writing to TTG Italia S.p.A. by registered post with confirmation of delivery not later than ten days after the event to which they refer. All disputes relative or connected to this registration form and the general regulations of the event are exclusively under the jurisdiction of the Court of Turin.

**Article 16 - Privacy information for the exhibitors from Article 13 of D Lgs N° 196/2003:** The data controller, TTG Italia S.p.A., with registered offices in Turin – Via A. Nota 6 – shareholder's capital EUR 600.000,00 fully paid up. Tax code and VAT number 03343190405, registered in the Turin Business Register at no. 03343190405, processes the personal data provided by the exhibitor to the companies it represents also using IT tools, for the purpose of indicated services. In addition, with their consensus, exhibitors are also kept up-to-date on initiatives and/or offers from our company. It is compulsory to provide the data so that we can provide the services requested. As a result, should the exhibitor not provide the data, it will not be possible to provide the services indicated. The persons who will be made party to this data will, apart from TTG Italia S.p.A., be those in charge of the following corporate sectors: sales offices, technical offices, administrative and press office. This data can also be sent and/or transferred to controlled companies and/or companies associated with TTG Italia S.p.A. and its business as well as to data processing companies. In particular, exhibitors give their consensus for Rimini Fiera to insert the personal data in the official catalogue of the event which will be distributed both in Italy and abroad. By concluding this attendance contract, exhibitors also give their consensus for TTG Italia S.p.A. to insert for promotional and advertising purposes the personal data provided on the event's web site and in the list of exhibitors which is transmitted by e-mail to companies interested in receiving information on the event. The party concerned can exercise the rights as in article 7 of Italian legislative decree 196/2003 (to up-date, change, make additions to, cancel, transform, both anonymously or by blocking the data used in violation of the law, oppose, request information as per the first paragraph and letters a) b) c) d) e) and the second paragraph.), by contacting TTG Italia S.p.A. - Via A. Nota 6 - 10122 Turin- Italy. Having read this article, the exhibitor, by signing this attendance contract, thereby expressing specific consensus to the use of his/her personal data, for the purposes illustrated above.

### IMPORTANT: TO SIGN AND STAMP

Date \_\_\_\_\_

Authorised stamp and signature for acceptance

*I, the undersigned, declare that I have read articles 1341-1342 of the Italian Civil Code and accept the conditions in these general regulations.*

Date \_\_\_\_\_

Authorised stamp and signature for acceptance

*I, the undersigned, declare that I have read articles 1341-1342 of the Italian Civil Code and in particular articles 4 (Relinquishment of Attendance) – 5 (Transfer) – 6 (Allocation of Exhibition Areas) – 7 (Force Majeure) – 8 (Responsibility) – 14 (Rules and Regulations) – 15 (Complaints and Place of Jurisdiction) – 16 (Privacy).*

A JOURNEY TO DISCOVER THE WORLD  
CREATED BY MAN

THE FIRST INTERNATIONAL FAIR OF CULTURAL TOURISM

FLORENCE FORTEZZA DA BASSO 18-20 MAY 2012

ARTANDTOURISM.IT



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