

MACFRUT 2019

Fruit & Veg
Professional Show

8 9 10 May 2019
Rimini Expo Centre - ITALY

CESENA ● FIERA

MACFRUT 2019 Catalogue

There is no need to explain what **Macfrut** is and what huge progress it is making this year, and can continue to make over the next few years. The change of Macfrut's management and venue have allowed the event to obtain a remarkable increase in visibility and in the activities offered, both Italian and foreign. Another record edition is expected for May 2019.

Exclusively for those of you who are aware of market innovations and of the opportunities that this trade fair can give, we have decided to offer opportunities for **greater visibility** and excellent continuity in the relationships with the exhibitors that you will come into contact with during the trade fair.

The catalogue is in A4 format and will be printed in 10,000 copies to be **distributed free-of-charge**; it will also feature, inside, a **map** of the trade fair, an essential tool to find your way around the pavilions.

The visibility channels:

1. **A printed catalogue** available free-of-charge at the trade fair premises to anyone requesting it (journalists, opinion makers, exhibitors, visitors);
2. An advertisement placement on the official Macfrut **website** (www.macfrut.com);
3. Insertion of advertising in the official **app** dedicated to all exhibitors and visitors.

The packages we offer are the following:

BASIC	SILVER	GOLD	PREMIUM
<ul style="list-style-type: none">➤ Logo + highlighting with coloured background in the exhibitors' list, and in the pavilions' map.	<ul style="list-style-type: none">➤ Logo + highlighting with coloured background in the exhibitors' list, , and in the pavilions' map.➤ Advertising space in the printed guide at the bottom of the page: strip size 19x8 cm.➤ Insertion of rotating banner on the macfrut.com website, in the exhibitors' section, with a link to your website.	<ul style="list-style-type: none">➤ Logo + highlighting with coloured background in the exhibitors' list, , and in the pavilions' map.➤ Advertising space in the printed guide at the bottom of the page: half a page size 21x14 cm.➤ Insertion of rotating banner on the macfrut.com website, in the exhibitors' section, with a link to your website.➤ Insertion of a rotating banner on all pages of the Macfrut app, with a link to your website.	<ul style="list-style-type: none">➤ Logo + highlighting with coloured background in the exhibitors' list, , and in the pavilions' map.➤ Advertising space in the printed guide on the full page size 21x29.7 cm.➤ Insertion of rotating banner on the macfrut.com website, in the exhibitors' section, with a link to your website.➤ Insertion of a rotating banner on all pages of the Macfrut app, with a link to your website.
€ 200,00 + VAT	€ 550,00 + VAT	€ 900,00 + VAT	€ 1.500,00 + VAT

RESPONSIBLE OF CATALOGUE DRAFTING

Media Consulting srl

Viale Bovio, 100 - 47521 Cesena (FC)

E-mail advertising@macfrut.com - www.mconweb.it

Tel. +39 0547/21349

ORGANISED BY

Cesena Fiera S.p.A.

Via Dismano, 3845 - 47522 Cesena (FC)

e-mail info@macfrut.com - www.macfrut.com

Tel. +39 0547/317435

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Date ___/___/___

CLIENT'S INFORMATION

Company Name (for invoice) _____

Address (Street, no., P. Code, Municip., Province) _____

VAT no. _____ Tax Code _____

Contact person _____ Tel. _____ Mobile _____

Website _____ E-mail _____

NOTES _____

(SPECIFY ANY NOTES OR SPECIAL ARRANGEMENTS AGREED)

I would like to book an advertising space through the channels indicated in the chosen package (tick the box, see the offer attached for the related costs):

- Basic Package:** logo + highlighting with coloured background in the exhibitors' list and in the pavilions' map in the printed catalogue **€ 200,00 + VAT**
- Silver Package:** logo + highlighting with coloured background in the exhibitors' list and in the pavilions' map in the printed catalogue + advertising space 19x8 cm in the catalogue + banner on the website **€ 550,00 + VAT**
- Gold Package:** logo + highlighting with coloured background in the exhibitors' list and in the pavilions' map in the printed catalogue + banner on the website + banner in the app **€ 900,00 + VAT**
- Premium Package:** logo + highlighting with coloured background in the exhibitors' list and in the pavilions' map in the printed catalogue + advertising page 21x29.9 cm in the catalogue + banner on the website + banner in the app **€ 1.500,00 + VAT**
- I intend to entrust Media Consulting srl with the graphic design of advertising **€ 100,00 + VAT**
(PLEASE TICK ONLY IF THE CLIENT DOES NOT ALREADY HAVE GRAPHIC ADVERTISING AVAILABLE)

Total amount for the insertion of spaces and any graphic design € _____

+ VAT € _____

TOTAL AMOUNT TO BE PAID € _____

This form must be sent (duly filled out and signed) via fax no. +39 0547/362382 or via e-mail to the address advertising@macfrut.com no later than 10/04/2019. The advertising materials must be sent to the address advertising@macfrut.com no later than 10/04/2019, and must be in PDF/jpg/tiff format, in high resolution in CMYK at 300 dpi, in the case of an advertising space on full page (21x29.9 cm) or half page (21x14 cm), you will need to calculate 5mm of extra space per side. Please do not use this form to apply for participation at the trade fair. This agreement shall remain valid and shall be honoured even if the materials are not received by the date specified and the catalogue is published without the space purchased. Cesena Fiera S.p.A. organiser and owner of Macfrut, will send you the invoice to be paid within 60 days from the invoice date.

I HEREBY AUTHORISE: Media Consulting S.r.l. and Cesena Fiera S.p.A., responsible for archiving data, pursuant to Article no. 13 of Legislative Decree no. 196 of 30 June 2003 (Privacy Act) and subsequent additions, to the processing of my personal data for the purposes of the association and of the company, and to be informed on any initiatives and special offers.

I accept this agreement and the Privacy Policy

Stamp and Signature of the legal representative

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