



## Trade Exhibition

The Trade Exhibition will take place during the International Spring Meeting SIDO that will be held in Verona at Palazzo della Gran Guardia on 19<sup>th</sup> and 20<sup>th</sup> April 2024.

### 1. GENERAL INFORMATION

#### 1.1 CONGRESS VENUE

Palazzo della Gran Guardia  
Piazza Brà - Verona

#### 1.2 ACCESS and PARKING

The conference venue is located in a Restricted Traffic Zone (ZTL area) where vehicular access and circulation is restricted, and parking is NOT permitted.

Access to the ZTL area is only permitted for loading/unloading operations, for which **a temporary permit issued by the Municipality is essential.**

Each Exhibitor/Stand constructor is required to notify [sponsorSIDO@mzevents.it](mailto:sponsorSIDO@mzevents.it) **not later than 25 March** of the models and number plates of each vehicle that will have to enter the area.

The Organising Secretariat will request the Municipality and send the issued permits by e-mail, which must be shown on the dashboard (only valid for the afternoons of set-up and dismantling).

Immediately after the loading/unloading operations, which we kindly ask to be carried out in the shortest possible time in order to limit traffic congestion, the vehicles will have to be removed; below are some nearby car parks, outside the ZTL area.

- **CITTADELLA | APCOA Parking** P.zza Cittadella, 5 (ph.+39 045 596500) – 240 mt from the congress venue  
<https://www.apcoa.it/parcheggi-in/verona/>
- **Saba Arena Parking**, Via M. Bentegodi, 8 (ph.+39 045 8009333) – 450 mt from the congress venue  
<https://www.sabait.it/it/parcheggio-verona/parcheggio-saba-arena>
- **Italia Parking**, Corso Porta Nuova – a 550 mt dalla sede congressuale  
<https://www.parcheggiogarageitalia.com/it/>
- **Saba Arsenale Parking**, Via Alfredo Cappellini, 2 (ph.+39 045 8303460) – 900 mt from the congress venue  
<https://www.sabait.it/it/parcheggio-verona/parcheggio-saba-arsenale>
- **Centro Parking** Via Campo Marzo (ph.+39 045 232 0025) – 1 km from the congress venue  
[https://www.amt3.it/sosta\\_auto/centro/](https://www.amt3.it/sosta_auto/centro/)

## 1.2 Exhibition Opening Hours

Friday 19 aprile            8.30 - 18.15  
Saturday 20 aprile        9.00 - 13.30

## 1.4 BOOTHS SET UP/DISMANTLING

**Set up times:**                    **April 18, from 3pm to 8pm**  
**Dismantling times**                **April 20, From 2pm to 8 pm**

It will be the Exhibitor's responsibility to ensure that dismantling and removal of goods are completed within the time limits set out in these Regulations. Charges arising from extended set-up and dismantling times will be charged to the Companies. It will not be possible to extend set-up and dismantling times.

**Please note:** Palazzo della Gran Guardia **does not have a storage to store materials**, and they will not accept any package sent for the congress. For this reason:

- PLEASE DO NOT SHIP ANYTHING TO THE CONGRESS VENUE.
- NO GOODS MAY BE LEFT AT THE CONGRESS VENUE; each Exhibitor must take away all own materials. The venue, SIDO, and the Organizing Secretariat, are not responsible for any materials that will be left behind.

## 1.6 Shipment of TECHNICAL/ADV SHEET for congress kit

Please note that brochure/flyers to be included in the congress bags must be received exclusively **from Tuesday 2<sup>nd</sup> to Friday 5<sup>th</sup> April 2024.**

**Please ship to** TIPOGRAFIA F.LLI VERDERIO

For any material arriving after April 5, inclusion in the congressional folders will not be guaranteed.

The following data must be indicated on the package

**(Name of the sender)**

SIDO International Spring Meeting – 19-20 aprile 2024

**TECHNICAL SHEET: [EXHIBITOR NAME]**

TIPOGRAFIA F.LLI VERDERIO

Via Enrico Caviglia, 3

20139 Milano

**c.a. Andrea Verderio and MZ EVENTS**

Ph. +39 02 52 50 17 1

The size of the data sheets (brochure/flyer) should be no larger than A4. 700 pieces are required.

## 2. PRE-EQUIPPED BOOTHS (3x2mt/3x3mt)

**The booths will include:** white hollow-core wood panels (2.5 m in height), 1 table (120x80), 3 chairs, 1 waste basket, 1 coat hanger, 1 electricity rack with multiple plugs, exhibitor's name sign on front of booth, 1 kilowatt of power, 1 spotlight, carpet.

Please see the attachment [Pre equipped booth](#) to see how the booth will be built

As to the graphics on the wall, the cost is **€ 50,00 per sqm** .

Please send pdf files (100/150 dpi) to [sponsorsido@mzevents.it](mailto:sponsorsido@mzevents.it) .Cutting crosses and abundances of 10 cm per side are required.

### 2.1 ADDITIONAL SUPPLIES

Any requests for graphics, additional furnishings services must be sent before **22 March 2024** to [sponsorsido@mzevents.it](mailto:sponsorsido@mzevents.it)

See attachment: [Extra furniture](#)

For any electrical needs exceeding the supplied kw (1kw), a dedicated offer will be sent.

The Invoice for the extras, for immediate payment, will be issued directly by SIDO.

### 2.2 BADGES

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

Any additional badge must be requested to [sponsorSIDO@MZevents.it](mailto:sponsorSIDO@MZevents.it) **before 4 April 2024**, at a cost of EUR 65.00 each (VAT included)

Badges allow a limited entry to the exhibition area, and will be sent by email from [sponsorSIDO@MZevents.it](mailto:sponsorSIDO@MZevents.it) during the week before the event.

**The badges will be nominal and provided with a QR code, therefore personal and NOT transferable.**

Each staff member will be emailed their own badge to print out and bring to the conference venue.

Security staff will make sure that only authorised persons access the congress.

Each company is required to notify [sponsorSIDO@MZevents.it](mailto:sponsorSIDO@MZevents.it) of the names of the staff, with their personal email addresses, **before 4 April 2024. Please send:**

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

### 2.3 WIFI

A dedicated, free of charge Wi-Fi network will be activated, with the following common credentials:

Network: Spring meeting

Password: SIDO2024

### 3. OTHS RULES OF CONDUCT AND GENERAL REQUIREMENTS

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

- Promotion of services/products must be truthful and guaranteed and must be carried out within their own booth.
- Products and services and related advertising shall not be contrary to SIDO policy, ethical principles, the Professional Code or the SIDO Statutes.
- 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.

#### 3.1 Mandatory EC Regulations

Law No. 7 of 2001 in the trade fair sector stipulates that CE marking is compulsory for all goods displayed and offered for sale. It is also worth mentioning some agreements, defined as "*Mutual Recognition Agreements on Conformity Assessment*", concluded at European level with some non-EU States, according to which the markings obtained in those States are equivalent to the CE marking. The countries in question are: Switzerland, Australia, New Zealand, Japan, the United States of America and Canada.

#### 3.2 Space arrangement

Exhibitors must arrange their booth in such a way that they do not obstruct the general view of other areas.

#### 3.3 Care of the location

Each exhibitor or sales agent will be responsible for any damage caused to the building and its contents. In particular, walls, woodwork and floors must not be damaged or altered in any way.

#### 3.4 Distribution of printed material

The distribution of printed materials by exhibitors or agents is restricted by the Exhibition Regulations. Materials may not be distributed outside the exhibition.

#### 3.5 Photo and Video Recording

Video recording is strictly prohibited. SIDO does not allow photographs to be taken at the Exhibition except by the official SIDO photographers. Anyone violating this rule will be expelled from the Exhibition.

#### 3.6 Projected images and lights

Projected images and lights must be contained within the established exhibition space.

#### 3.7 Sound Limitation

Sound amplification must be kept at a level that does not disturb other exhibitors or participants. Audio-visual equipment is permitted provided that screens and monitors are positioned so as not to cause congestion in the aisles and that the sound is not excessive. SIDO reserves the right to determine at what level the sound constitutes an interference to others.

Live music performances by the exhibitor are not permitted within the Exhibition.

#### 3.8 Rules for smokers

SIDO adopts a "no smoking" policy during all SIDO events, including during breaks, in work and in relaxation areas. Included in the ban is the Trade Exhibition (including set-up and dismantling times).

### 3.9 Common Spaces

Exhibitors may not sub-let, assign or share a portion of the space allocated to them with another person or company.

Exhibitors may not display any other products or services in the allocated booth space other than those usually distributed in the normal course of their business. Violations will result in immediate closure and removal of the display during the Exhibition without refund of space rental fees.

## FURTHER SPONSORSHIP OPPORTUNITIES

• Sponsorship of Poster awards, each	€ 500
• 1 ADV Flyer in the participants' congress bag (for exhibitors only)	€ 500
• Logo and link on the Sidonews (relative to the Spring Meeting) to all SIDO Members - limited availability	€ 1,000
• Logo in the Poster Display area (2 screens)	€ 1,500
• Logo on the badge self-printing machines (in the registration area)	€ 3,000
• Coffee break for participants, each	€ 2,000
• Lunch for participants, each	€ 4,000
• Not exclusive support for the President's reception (max 4 Companies)	€ 6,000
• Exclusive support for the President's reception (only one)	€ 15,000
• A full page AD in the on-site program, distributed to all Congress participants	
Back cover	€ 3,000
Right Hand page	€ 2,000
Left Hand page	€ 1,500

The applicable VAT will be added to the costs

### For information contact:

MZ Events

*Francesca Lavagnino*

[sponsorSIDO@MZevents.it](mailto:sponsorSIDO@MZevents.it)