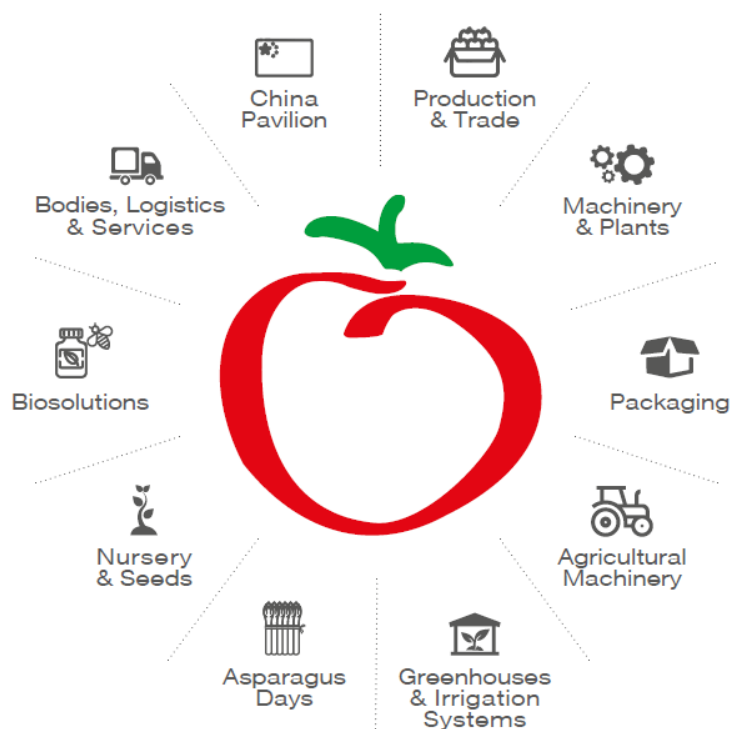


# MACFRUIT 2021

GET TOGETHER IN RIMINI

SPECIAL EDITION



**Exhibition onsite  
More business online**

**7 - 8 - 9 September 2021 - Rimini - Expo Centre - ITALY**



**EXHIBITORS' GUIDE**

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# REGISTRATION

Log in to the reserved area via the link <http://espositore.macfrut.com/> using one of the following browsers: Firefox , Internet Explorer , Edge  or Chrome  .  
**Make sure you have the latest version available.**

## STEP 1 – Registration data

### New exhibitors

If you are a **new exhibitor**, proceed to register by entering your billing data.

Please also specify whether the delivery address for the documentation differs from the billing address, in which case please enter the related data.

Step 1 Registration data	Step 2 DATA FOR INVOICING	Step 3 Contact data	Step 4 Exhibition space and services required	Step 5 Control and approval
-----------------------------	------------------------------	------------------------	--	--------------------------------

### STEP 1 - REGISTRATION DATA

---


#### Data for invoicing

Corporate name

Street:  Number:

City:  ZIP code:

Country:  Province:

VAT No.:   Tax code:

Sector of activity:  Company type:

---

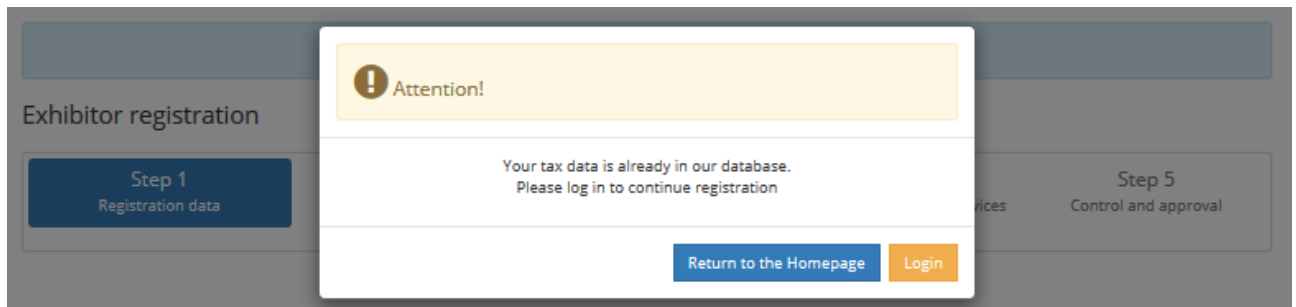
#### Mailing address

Use the same invoice data

[Next >>](#)

If you do not receive any alerts, go to [STEP 2](#), otherwise continue to the next page.

If your tax data (VAT number or Tax Code) is already present (if you are a registered exhibitor), click [Log in](#).



## Registered exhibitors

1. Enter your login credentials (username and password) used the previous year.
2. If you don't have your login credentials, you can retrieve your password via e-mail by clicking on the

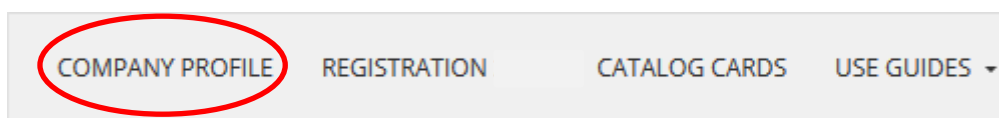
[Recovery Password](#)

button below on the right next to the *Login* button.

Credentials will be sent to the e-mail address of the paperwork contact person entered during your previous registration.

If your paperwork contact person has changed or you no longer have access to the e-mail address previously entered, please contact [our offices](#).

3. Go to the COMPANY PROFILE to check that the company details are correct.



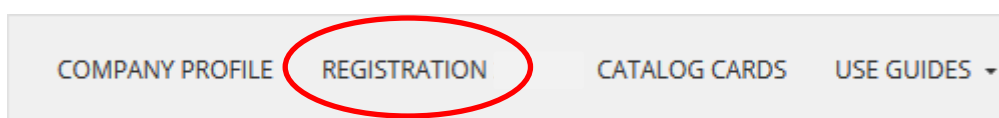
This section contains data relating to your last participation.

If you need to make changes, you can edit information by clicking the EDIT button below on the right.

4. In the REQUESTED CONTRACTS section, check the billing details and the administration contact person. If this data needs to be updated, please contact [our offices](#).

**IMPORTANT!** This data, if not edited, will be used for registering to the current edition of MACFRUT.

5. To register to the current edition of MACFRUT, click REGISTRATION.



6. Check the product sector and the type of activity to make sure they are correct. If you need to make changes, please contact [our offices](#). Proceed to [STEP 4 – Area and services requested](#)

## STEP 2 – Invoice sending

To have invoices sent to the e-mail address of the administrative contact person, simply tick the option and enter the requested data (required fields).

STEP 2 - DATA FOR INVOICING

---

AUTHORIZATION TO SEND INVOICE BY EMAIL:  
 Yes  
 No

(\*) Contact:

(\*) Telephone:  (\*) Email:

<< Prev Next >>

## STEP 3 – Data for communications

Enter the details of the contact person who will process your paperwork for participation in the trade fair. All communications from the organiser will be sent to the contact person. You can also add another paperwork contact person, who will receive a copy of all communications. To do this, click on the dedicated button.

We therefore recommend that you remind the designated contact person to regularly check his/her mailbox, the [website](#) and [reserved area](#) to view updates on the event.

STEP 3 - CONTACT DATA

---

Contact person:

Telephone:  Cel:

Email:

+ Add second reference

Contact person:

Telephone:  Cel:

Email:

N.B. All documentation relating to participation will be sent to the address shown above.

<< Prev Next >>

## STEP 4 – Area and services requested

In this step, you can choose how to participate and the type of stand you want to purchase.

### a) MACFRUT IN RIMINI + MACFRUT DIGITAL

The screenshot shows a progress bar at the top with five steps: Step 1 (Registration data), Step 2 (DATA FOR INVOICING), Step 3 (Contact data), Step 4 (Exhibition space and services required), and Step 5 (Control and approval). Step 4 is highlighted in blue. Below this, the main content area is titled 'STEP 4 - EXHIBITION SPACE AND SERVICES REQUIRED'. It contains two selection options: 'MACFRUT RIMINI & MACFRUT DIGITAL' (highlighted with a red oval) and 'MACFRUT DIGITAL ONLY'. Navigation buttons '<< Prev' and 'Next >>' are visible at the bottom.

### Exhibitors - Co-exhibitors - Represented companies (On Site in Rimini)

First, it is necessary to specify whether **Co-exhibitors** or **Represented companies** will be present at the trade fair in addition to the main Exhibitor.

By **co-exhibitor** we mean another company that will be present at the stand with one of its operators.

By **represented company**, instead, we mean that only the products of another company will be present at the stand, and that a company representative will not be present. Catalogue data of co-exhibitors and/or represented companies must be entered after approval.

The following services are guaranteed for registered co-exhibitors and represented companies:

Services	Exhibitors	Co-exhibitors	Represented companies
Registration in the online catalogue	✓	✓	✓
Possibility to display products and information material at the stand	✓	✓	✓
Access to a reserved area	✓	✓	
Manage catalogue data	✓	✓	
Insurance (multi-risk insurance for exhibitors/participants, third party civil liability insurance)	✓	✓	
Access to the B2B platform	✓		
Choice of package and area	✓		

Possibility to request additional services	✓		
Paperwork and billing contact person	✓		

### Packages and Rates

All participating companies, including Co-exhibitors, are required to pay a **Registration Fee amounting to €600** (including: insurance as specified in Art. 23, inclusion in the online catalogue, stand cleaning, exhibitor badges depending on the number of square metres purchased, and 1 parking card).

Registration fee for Represented companies: **€80**.

- **STAND AT THE TRADE FAIR + VIRTUAL STAND** (area rental, set-up, single-phase electric power, virtual stand)  
16 sq. m. **€2,900** (1 kw)  
32 sq. m. **€5,900** (2 kw)
- **RED AREA ONLY\* + VIRTUAL STAND** (virtual stand, rental of the bare area inside the pavilions, as shown in the floor plan that can be viewed during registration)  
**€140** per sq. m.
- **GREEN AREA ONLY\* + VIRTUAL STAND** (rental of the bare area inside the pavilions, as shown in the floor plan that can be viewed during registration)  
from 32 to 96 sq. m. **€120** per sq. m.  
over 96 sq. m. **€100** per sq. m.

All rates do not include VAT.

When registering, you will need to specify the product pavilion where you will be placing your virtual stand during the trade fair (Production & Trade – Machinery & Plants – Packaging – Agricultural Machinery – Greenhouses & Irrigation Systems – Asparagus Days – Nursery & Seeds – Biosolutions – Bodies, Logistics & Services – China Pavilion).

\* The AREA ONLY solution is available for companies who wish to participate with a custom-designed stand. To receive a quote, please contact **our official stand fitter** via e-mail at: [allestimenti@macfrut.com](mailto:allestimenti@macfrut.com)

### **b) DIGITAL PARTICIPATION ONLY**

The image shows a registration process flowchart with five steps: Step 1 (Registration data), Step 2 (DATA FOR INVOICING), Step 3 (Contact data), Step 4 (Exhibition space and services required), and Step 5 (Control and approval). Step 4 is highlighted in blue. Below the flowchart is a screenshot of the Step 4 selection screen titled "STEP 4 - EXHIBITION SPACE AND SERVICES REQUIRED". It features two main options: "MACFRUT RIMINI & MACFRUT DIGITAL" and "MACFRUT DIGITAL ONLY". The "MACFRUT DIGITAL ONLY" option is circled in red. Navigation buttons for "<< Prev" and "Next >>" are also visible.

With “digital only” participation, companies cannot register as co-exhibitors or represented companies.



## Rates:

**VIRTUAL STAND = €1,500** includes:

- 1 original VIDEO lasting 59 seconds; 10 images; main logo and option of placing 2 different brands on the lower sides of the stand; company description (250 characters), e-mail, website and social media pages.
- NETWORKING during the trade fair with WRITE TO US button for requesting information and video call and chat service, also available on mobile phones;
- AGENDA to schedule meetings from 1 month before the start of the event.
- Virtual stand in 2 languages (Italian and English).

When registering, you will need to specify the product pavilion where you will be placing your virtual stand during the trade fair (Production & Trade – Machinery & Plants – Packaging – Agricultural Machinery – Greenhouses & Irrigation Systems – Asparagus Days – Nursery & Seeds – Biosolutions – Bodies, Logistics & Services – China Pavilion).

## Additional services:

### **HOMEPAGE BANNER**

Pixel size 300 px x 150 px, max. size 300 kB to be placed in the FEATURED section on the homepage of the macfrutdigital.com platform. During the trade fair days, the banner is linked directly to the exhibitor's virtual stand. Before the trade fair begins, the banner will be linked to the website provided by the exhibitor.

*This service can be booked until 25/08/2021.*

### **DEM**

Single brand newsletter service sent to a database of over 30,000 users. 10 newsletters available. Date of release to be chosen by the customer subject to availability, while places last. *This service can be booked until 25/08/2021.*

### **VIDEO EDITING**

A 59-second video to be made following specific technical requirements that are necessary for inclusion in the Virtual Stand. *This service can be booked until 25/08/2021.*

### **THE CHINA DAY**

The package includes the following services: online virtual stand from 6 September; third language for the virtual stand and B2B profile; texts translated and entered in Chinese; language assistance during B2B meetings with Chinese companies; agenda of meetings with Chinese exhibitors and buyers. *This service can be booked until 30/06/2021.*

### **ADAPTATION OF 10 IMAGES + 1 LOGO FOR VIRTUAL STAND**

Image and logo resizing service in the required format for inclusion in the Virtual Stand. *This service can be booked until 25/08/2021.*

### **PROCESSING + ADAPTATION OF LOGOS FOR MAP AND VIRTUAL STAND**

Processing service for creating a single image with two logos to be used in the map or adaptation of institutional logos for the virtual stand. *This service can be booked until 25/08/2021.*

**For special requests, please contact [our offices](#).**

## STEP 5 – Checking and approval

### Contract generation

Once you have chosen a package, the system will immediately generate the contract.  
The registration fee and VAT are calculated automatically.

At the bottom of the contract you will find the total amount due as well as the **20% deposit to be paid** in order to complete registration.

### Completing registration

Once all STEPS have been completed, the system will send a copy of the contract and of the regulations to the contact person's e-mail address.

Your registration will now be processed.

#### **IMPORTANT!**

To complete your registration, you must send both your participation request and the regulations, duly signed, via **PEC (certified e-mail)** ([segreteria@pec.cesenafiera.com](mailto:segreteria@pec.cesenafiera.com)) or fax (+39 0547 318431).

Cesena Fiera S.p.A. will confirm your registration only after receiving the deposit (equal to 20% of the total amount) and the signed documents.

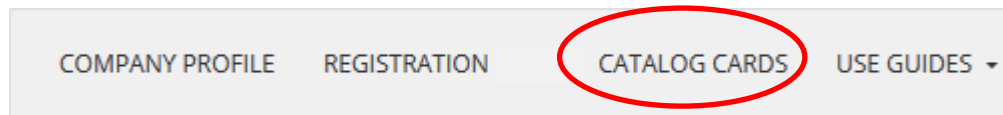
You will then receive an e-mail containing the login credentials to access your [reserved area](#) so that you can continue to make arrangements for your participation.

# CATALOGUE

Once registration has been approved (after receiving the contract, regulations and deposit), you will be able to **enter your data in the catalogue** in your [reserved area](#).

**The deadline for entering and editing data in the catalogue is 31 July 2021.**

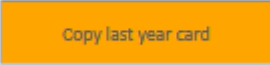
## CATALOGUE SHEETS



Select the catalogue sheet you wish to fill in (exhibiting company, co-exhibitor or represented company).


**IMPORTANT!** Please note that, in accordance with Art. 30 of the General regulations of the event: “Participants shall bear full responsibility for the data to be entered in the catalogue, exempting Cesena Fiera S.p.A. from any responsibility with regard to any false statements made.”

### Exhibitor companies

1. Enter the requested data. **Exhibitors** who already took part in Macfrut in the past can copy the catalogue data of the previous edition by clicking. 
2. Select the product codes relevant to your business.  
**IMPORTANT!** It is mandatory to select at least one product code.  
**Check the product codes as they may have changed or been deleted since the previous edition.**
3. The system automatically generates the text in Italian and English according to the selected product sectors.
4. If you wish to enter a different description, you must first delete the text generated by the system (without deselecting the codes) and then enter the new description, which must be in both languages.
5. Select SAVE to confirm.

### Co-exhibitors

Click on the corresponding section. Co-exhibitors can enter their information autonomously.

1. In order to allow **co-exhibitors** to fill in the catalogue sheet themselves, the **exhibitor** must enter the data in the orange sheet (marked with an \*), specifying the name of the co-exhibitor’s contact person, e-mail and phone number as well as the username.
2. Then click on the  **Salva dando la gestione** button.
3. **Co-exhibitors** will receive the login credentials to fill in their catalogue sheet at the e-mail address provided.
4. Proceed as in step 2 for the exhibitor.

### Represented companies

The data of **represented** companies must be entered directly by the exhibitor.

Proceed as in step 2 for the exhibitor.

# VIRTUAL STAND AND B2B PROFILE

## VIRTUAL STAND

All Exhibitors registered to participate in the **Macfrut 2021 Special Edition** will have their own stand at the trade fair and a virtual stand on the **Macfrut Digital** platform, which will allow those who will not physically be in Rimini to contact and meet the exhibitors online.

The Virtual Stand will be published on the [macfrutdigital.com](http://macfrutdigital.com) platform on the trade fair days.

During the registration phase, exhibitors can choose in which product sector to place their Virtual Stand during the trade fair days. The Product Pavilions are: Production & Trade – Machinery & Plants – Packaging - Agricultural Machinery – Greenhouses & Irrigation Systems – Asparagus Days – Nursery & Seeds – Biosolutions – Bodies, Logistics & Services – China Pavilion.

The **Virtual Stand** consists of:

- Main LOGO and option of placing different brands on the lower sides of the stand;
- An original VIDEO to communicate your message (lasting up to 59 seconds);
- PICTURE GALLERY including photos and graphic elements (max. 10 JPG);
- COMPANY DESCRIPTION (250 characters), e-mail, website, social media pages;
- NETWORKING: during the three-day event, information requests and video calls with chat will be available, also on mobile phones, as well as a meeting agenda to schedule meetings (both on site in Rimini and online) with buyers and exhibitors up to 1 month in advance;
- Virtual stand in TWO LANGUAGES (Italian and English).

During the trade fair, **networking** activities through the Virtual Stand can take place via:

WRITE TO US: it allows private messages to be sent directly to the Exhibitor.

B2B REQUEST: by selecting one of the available dates and time slots, visitors can arrange a meeting with an Exhibitor. Requests are not to be considered confirmed until exhibitors approve them in their reserved area.

### Multimedia content and uploading

The stand must feature the name of the participating company.

The Virtual Stand is set up via the exhibitor's Reserved Area. Exhibitors, or someone on their behalf, must finish set-up by **25 August 2021**.

By this deadline, all participating companies must occupy and set up (with videos, images, logos, texts, etc.) their Virtual Stand, which must comply with specific technical and aesthetic requirements as it must be compatible with the overall image of the event.

The Virtual Stand will be published on the [macfrutdigital.com](http://macfrutdigital.com) platform during the trade fair in both Italian and English. All content must be included in both languages.

## B2B PROFILE

Registered exhibitors can use the **Business Matching** service after completing their B2B profile in full. Exhibitors will be able to use this service **from 2 August 2021** by accessing their Reserved Area directly using their credentials.

The **Business Matching** service can be used to arrange meetings with buyers and other exhibitors to be held during the trade fair both **on site in Rimini** and **online via video call**.

The video call service, which can be used through the virtual stand, is available for both PCs and mobile phones.

In order to participate in B2B meetings via video call, exhibitors must make sure to have an Internet connection with a download and upload speed above 3 Mb/s. All exhibitors must independently equip themselves with all the necessary devices to properly connect to the platform.

To make the service easier to use, please enter the e-mail domain **@macfrutdigital.com** in your company whitelist. Exhibitors can also request a trial of the service by contacting [our offices](#) to check that it works properly.

# ADDITIONAL SERVICES

Additional services can be requested after receiving the official stand allocation from the organisers.

Please note that, starting from 31 July 2021, the prices for the services will increase by 20%.

From 2 September, the services can be requested directly at the exhibition centre, with a 30% surcharge, at the S.A.T.E. office.

## CLEANING SERVICE

The service is included in the registration fee.

The cleaning service includes floor cleaning and bin emptying for the entire duration of the event.

## REQUESTING SERVICES THROUGH THE RESERVED AREA

The services you can request through your reserved area include:

- CONNECTION TO THE COMPRESSED AIR SUPPLY
- CONNECTION TO THE WATER SUPPLY
- TELEPHONE CONNECTION, ANALOG LINE, DIGITAL LINE - ISDN, INTERNET CONNECTION
- FURNISHINGS
- ELECTRICITY (**mandatory for custom-designed stands**)
- EARLY ENTRY DURING THE EVENT
- MACFRUT DIGITAL ADDITIONAL SERVICES
- FIRE EXTINGUISHER RENTAL (**mandatory for custom-designed stands**), ***1 fire extinguisher every 100 sq. m.***
- SERC RENTALS
- AUDIO – VIDEO SYSTEMS RENTAL
- PLANTS & FLOWERS RENTAL
- AERIAL ACCESS PLATFORMS RENTAL
- RENTAL OF REFRIGERATING EQUIPMENT
- RENTAL OF VARIOUS EQUIPMENT (WASHING)
- RENTAL OF VARIOUS EQUIPMENT (COOKING)
- PAYMENT OF COPYRIGHT ROYALTIES (SIAE)
- LORRY PARKING DURING THE EVENT
- EXTENSION OF SET-UP TIMES
- ADDITIONAL EXHIBITOR PARKING CARDS
- RECEPTION SERVICE/STAFF/HOSTESSES

Check the deadline for requesting each service at [LINK](#)

## To request additional services:

You may request them only after the stand has been allocated in the pavilions.

1. Log in to your [reserved area](#) using your credentials.
2. Access the COMPANY PROFILE (1) and then the REQUESTED CONTRACTS section (2).
3. To purchase additional services or check those already present in the contract, access the PURCHASED SERVICES area (3).

1 **COMPANY PROFILE** REGISTRATION 2021 CATALOG CARDS IMPORTANT NOTICES USE GUIDES ▾

2 **Contracts required**

Contract references: 0000006957 - 2021 [Print contract PDF](#)

Contact Person Dat 3 **Purchased Services** Exhibition area allocation Stand fitter Invoices

Area and Services	Dimensions	Unit Price	Total Price	Action
AREA ONLY GREEN + VIRTUAL STAND16 MQ 4 x 4	1	1.920,00 €	1.920,00 €	+
AREA ONLY GREEN + VIRTUAL STAND, comprensivo di:Virtual Stand	1	0,00 €	0,00 €	+

4. Click on ADD SERVICE to purchase a new service dedicated to physical participation, or click on ADD SERVICE FOR MACFRUT DIGITAL to purchase a new service exclusively dedicated to digital participation.

Add service

Add service for Macfrut Digital

5. A new page will open up where you can select the type of service you want to add. You can now fill in the online form to purchase services.

Service type:

Nothing selected

?

- GOODS LIST RENTED BY SERC (Mod. E)
- ADDITIONAL EXHIBITOR CAR PARKING PERMITS (Mod. Q)
- AERIAL ACCESS PLATFORMS RENTAL (Mod. I2)
- AUDIO – VIDEO SYSTEMS RENTAL (Mod. P)
- CERTIFICATIONS FOR OUT-OF-STANDARD STANDS (Mod. AA)
- CONNECTION TO THE COMPRESSED AIR SUPPLY (Mod. F2)
- CONNECTION TO THE WATER SUPPLY (Mod. F)
- COPYRIGHT PAYMENT – SIAE (ITALIAN SOCIETY OF AUTHORS AND PUBLISHERS) (Mod. R)
- EARLY ENTRY DURING THE EXHIBITION (Mod. L2)
- ELECTRICITY SUPPLY (Mod. D)
- EXTENSION OF STAND SET-UP TIMES (Mod. L)
- FIRE EXTINGUISHER RENTAL (Mod. C1)
- FURNISHINGS (Mod. J)
- PLANTS & FLOWERS RENTAL (Mod. H)
- RENTAL OF REFRIGERATING EQUIPMENT WITH NEGATIVE TEMPERATURE ADJUSTABLE FROM -12°C TO -22°C (Mod. J2)
- RENTAL OF REFRIGERATING EQUIPMENT WITH POSITIVE TEMPERATURE ADJUSTABLE FROM +2°C TO +12°C (Mod. J1)
- RENTAL OF VARIOUS EQUIPMENT (WASHING EQUIPMENT) (Mod. J4)
- RENTAL OF VARIOUS EQUIPMENT (COOKERS – FOOD WARMERS – ACCESSORIES) (Mod. J3)
- STAFFING SERVICES (Mod. O)
- TELEPHONE CONNECTION, ANALOG LINE, DIGITAL LINE - ISDN, INTERNET CONNECTION (Mod. G)
- TRUCK PARKING PERMIT - DURING THE EXHIBITION (Mod. Q1 )

6. You can change the quantities and the system will calculate the final cost.
7. After filling in the form, click on **Go** to proceed with the purchase.

Please refer to the supply regulations for the requested form to read all the information about the service.

- Click on "ADD SERVICE" if you want to purchase the service.  
You will now be able to view the new service among your contracts.  
If the new service does not appear immediately, *refresh the page* and wait a few minutes.

Service type:

CONNECTION TO THE COMPRESSED AIR SUPPLY (Mod. F2)

**NOTE:** Dear Exhibitor, in this [LINK](https://public.macfrut.com/deadline/Deadlineforadditionalrequest.pdf?t=304) you can find the deadlines for purchasing our additional services.

Make sure to take note of these deadlines, since fees will increase by 20% after these dates.

During set-up days, these services may only be purchased at the SATE office and will be increased by a further 10%.

Services

BRANCH LINE CONNECTION  
MAIN COMPRESSED AIR SUPPLY LINE

Item Code	Quantity	Unit Price	Total Price
SF2002		130,00 €	€ 0,00

CONNECTION TO THE MAIN COMPRESSED AIR SUPPLY

- Connection with a 14mm x 12 hose with terminal ball valve Ø 1/2" F. \*
- The supply is 500 litres/min.
- The pressure is from 8 to 10 bar
- Oil free, filtered and dried air

CONNECTION TO THE MAIN COMPRESSED AIR SUPPLY

Item Code	Quantity	Unit Price	Total Price
SF2001	1	240,00 €	€ 240,00

**TOTAL: € 240,00**

Go

**IMPORTANT!** To EDIT or DELETE a service, please contact [our offices](#) directly.

## REQUESTING SERVICES THROUGH PAPER FORMS

The forms can be downloaded from the website.

The services include:

- [GOODS HANDLING / PORTERAGE \(FORM I\)](#)
- [TRANSPORT OF GOODS TO/FROM THE EXHIBITION CENTRE \(FORM I2\)](#)
- [FOOD AND BEVERAGES - HEALTH AUTHORISATION \(FORM C\)](#)

## QUOTES FOR EXTRA SERVICES

### DIGITAL PHOTO SERVICE AND VIDEO SHOOTING

MASTER FOTO di Ricci Mirco

Tel. +39 0547/2588

E-mail: [mirco@masterfotocesena.it](mailto:mirco@masterfotocesena.it)

### CATERING SERVICE

provided by: SUMMERTRADE

E-mail: [catering@macfrut.com](mailto:catering@macfrut.com)

### INSURANCE SERVICE

Aon S.p.A. | Business line



Contact person: Arianna Lorenzi  
C.so Aurelio Saffi 31 | 16128 Genova (GE), ITALY  
Tel. +39.010.8989.350 | Fax +39.010.8989261  
[arianna.lorenzi@aon.it](mailto:arianna.lorenzi@aon.it)  
[www.aon.it](http://www.aon.it)

#### ADVERTISING AT THE EXHIBITION CENTRE

For further information, please contact our offices  
E-mail: [publiquartiere@macfrut.com](mailto:publiquartiere@macfrut.com)

#### ACCOMMODATION

Book hotel accommodation during the trade fair and get discounted prices from hotels affiliated with the trade fair through our **hospitality partner**:

For info and quotes, please contact Viaggi Manuzzi  
Tel. +39 0547 618569  
E-mail: [hospitality@macfrut.com](mailto:hospitality@macfrut.com)

# SET-UP

## PRE-FITTED STAND (AREA + STAND solution)

AREA + STAND packages include the following services and furnishings:

Set-up	16 sq. m.	32 sq. m.
Varnished white wooden walls, matt effect (H. 290 cm)	✓	✓
Floor carpeting (in the colour "GRASS" green)	✓	✓
Frame with black fabric ceiling	✓	✓
Storeroom with hinged door	1 m x 1 m	2 m x 1 m
"Castelli" desk (160 cm x 80 cm x H. 72 cm)	1	2
White frame chairs (plastic seat and stainless steel structure)	3	6
Wooden reception desk with honeycomb core and water-based lacquer finish (white) with a white wood effect top (100 cm x 40 cm x H. 100 cm)	1	2
Wooden stool	1	2
Standing coat hanger	1	1
Waste paper bin	1	2

Electrical system	16 sq. m.	32 sq. m.
Electric panel	1	1
Electrical socket (220 V)	1	2
Halogen lamps, 300 W (warm light)	2	4

Graphic elements	16 sq. m.	32 sq. m.
Four-colour digital graphics sign (180 cm x H. 40 cm) with company logo	1	2
Print on removable PVC sticker 300 cm x H. 290 cm (wall as shown in the image)	1	2
Print on removable PVC sticker 100 cm x 98 cm (desk as shown in the image)	1	2

**N.B.** The number of open exhibition fronts is for demonstration purposes only



Graphic elements must be submitted no later than **31/07/2021** via e-mail to [allestimenti@macfrut.com](mailto:allestimenti@macfrut.com)

## CUSTOM-DESIGNED STAND (AREA ONLY solution)

If you purchased a stand with an AREA ONLY solution, you can request a quote from our official stand fitters ([allestimenti@macfrut.com](mailto:allestimenti@macfrut.com)).

Exhibitors with a **custom-designed stand** (AREA ONLY) must accredit their stand fitter through their reserved area in the dedicated section (SEE BELOW).

Stand fitters must upload the necessary documentation in their reserved area.

**IMPORTANT!** For custom-designed stands, you will need to hire a fire extinguisher to be placed in your stand.  
***1 fire extinguisher every 100 sq. m.***

### ACCREDITING STAND FITTERS

1. Log in to your [reserved area](#) using your credentials.
2. In the REQUESTED CONTRACTS section, select stand fitter.
3. Search for stand fitters or add them to the list to send them login credentials.

### FORMS TO BE SUBMITTED

Once exhibitors have accredited their stand fitters, the latter will receive an e-mail at the address provided during the accreditation process with the credentials to access their reserved area where they will have to upload the project and the related technical documentation.

1. Log in through the link <http://allestitore.macfrut.com/login> using your stand fitter credentials.

#### **In this area, the stand fitter must:**

1. Upload the project for each exhibitor;
2. Wait for approval;
3. Upload the documents regarding occupational safety;
4. Please send forms A and B below so that we can check that they have been completed correctly (originals must be handed in at the trade fair):

- **Form A:** Declaration of conformity with fire prevention standards.

- **Form B:** Declaration of compliance up to standard of the electrical system (stamped by the electrician with the compulsory annexes: Certificate of registration with the CCIAA and the project, if required by law);

5. Accreditation for access to the trade fair during set-up and dismantling.

#### **In this area, stand fitters can independently request:**

- Services on behalf of the exhibitor or services (e.g. extended set-up time).

### Non-standard custom-designed stands

Pursuant to Art. 11 of the General Regulations, stands must have certain characteristics that comply with trade fair regulations.

If the stand is out of size, the stand fitter must submit the necessary documentation to ask for approval. To find out what characteristics the stand needs to have and download the necessary documentation, please refer to the stand fitter's page on the website.

### Deadlines for submitting documentation

Below is a list of the deadlines relating to the above-mentioned steps:

#### **BY 31 JULY 2021**

- Presentation of the stand project;

#### **NO LATER THAN 3 DAYS BEFORE THE FIRST DAY OF ASSEMBLY:**

- The workers authorised to work at the site must be accredited, specifying if there are any subcontractors (e.g. Company, Surname, Name);

#### **Upload the following documents:**

- **DUVRI** (Document on the assessment of risk from interference), duly compiled and signed also by the Client (Exhibitor);
- Certificate of registration with the CCIAA (Chamber of Commerce, Industry, Agriculture and Crafts);
- Document attesting the fulfilment of social security duties (DURC);
- **SELF-CERTIFICATION** of compliance of the fitting company or self-employed workers with technical and professional suitability requirements.
- Self-certification of the fitting company or of self-employed workers of compliance with technical and professional suitability requirements.

**During set-up, keep a copy of all legal documentation available at all times, in particular: DUVRI (document on the assessment of risk from interference), POS (Operational Safety Plan), RCT/RCO (third party and employee liability insurance), DURC (document attesting the fulfilment of social security duties), Visura (certificate of registration with the CCIAA - Chamber of Commerce, Industry, Agriculture and Crafts), form A and B and related annexes.**

#### **NO LATER THAN 06/09/2021 (day before the opening of the trade fair):**

**Submit the following to the Trade Fair administration office, in the original copy and correctly filled in:**

- Form A: Declaration of conformity with fire prevention standards.
- Form B: Declaration of compliance up to standard – electrical system.

**If you fail to submit form B, correctly filled in, you will not be entitled to electricity supply at your stand.**

#### **IMPORTANT INFORMATION:**

During set-up and dismantling, all those working for exhibitors, suppliers or stand fitters are obliged to **show an identification badge** with their photo, personal details and the name of their employer, and to wear safety footwear. This obligation also applies to self-employed workers.

If several employers or self-employed workers are present at the same time, the client who commissioned the work will be jointly and severally liable for such obligation.

We would like to remind employers that the specific safety obligations also include providing workers with the necessary and suitable personal protective equipment (PPE), to be used by the workers in accordance with the obligations set out in Art. 78 of Italian Legislative Decree No. 81/2008 and subsequent amendments. Given the mandatory use of all necessary and suitable PPE, please bear in mind that the use of safety footwear is mandatory for all operators working at the Exhibition Centre, both before and after the event.

Please note that such badge will have to be submitted together with the stand fitters' pass that you will receive after you have accredited your stand fitter in your reserved area.

**For further information, please visit the stand fitter's page on the website and/or contact the Technical Department of Cesena Fiera.**

Projects contact person: [ufficiotecnico@macfrut.com](mailto:ufficiotecnico@macfrut.com)

Safety contact person: [sicurezza@macfrut.com](mailto:sicurezza@macfrut.com)

# EXHIBITOR BADGE

## ENTRY CARDS

*See Art. 20 of the General Regulations*

Cesena Fiera S.p.A. offers each Participant an entry card called “Exhibitor Badge”, available free of charge, in a number proportional to the square metres requested, as shown below:

<b>SURFACE AREAS</b>	<b>BADGES AVAILABLE</b>
from 16 to 32 sq. m.	6
from 33 to 64 sq. m.	12
from 65 to 96 sq. m.	18
from 97 to 128 sq. m.	24
over 129 sq. m.	30

**All co-exhibitors** are entitled to 2 badges, regardless of the number of square metres requested by the participating company.

### Downloading badges

From August onwards, and after paying the participation fee, exhibitors will be able to download their exhibitor badges, the number of which will depend on the size of the stand. Exhibitors will be able to enter their names and download their exhibitor badges through their [reserved area](#), via the blue tab in the section COMPANY PROFILE – Requested Contracts.

Exhibitor Badges are available in a number proportional to the square metres requested, as shown below:

from 16 to 32 sq. m. -> 6 badges

from 33 to 64 sq. m. -> 12 badges

from 65 to 96 sq. m. -> 18 badges

from 97 to 128 sq.m. -> 24 badges

over 129 sq. m. -> 30 badges

All co-exhibitors are entitled to 2 badges, regardless of the number of square metres requested by the participating company.

## PARKING CARDS

*See Art. 21 of the General Regulations*

Each exhibiting company (including the co-exhibitor) is entitled to 1 parking card, which can be collected from the dedicated office located in the South Hall of the exhibition centre, starting on the first day of set-up.

Parking cards are valid exclusively for CAR parking.

Please request any extra parking cards through the reserved area as an [additional service](#).

## EVENT LOCATION

### **RIMINI EXPO CENTRE:**

Via Emilia, 155 – 47921 Rimini – Italy

East Entrance: Via Constantino il Grande

South Entrance: Via Emilia, 155

## HOW TO FIND US

The Rimini Expo Centre can be easily reached by car, train or plane.

For more detailed information, see the [page on the website](#).

## SET-UP AND DISMANTLING

### Set-up

*See Art. 10 of the General Regulations*

**Stand fitters** wearing their badges may proceed to set up the allocated exhibition areas ONLY on the following days and at the following times:

**Thursday 2 September 2021 from 8 a.m. to 8 p.m.**

**Friday 3 September 2021 from 8 a.m. to 8 p.m.**

**Saturday 4 September 2021 from 8 a.m. to 8 p.m.**

**Sunday 5 September 2021 from 8 a.m. to 8 p.m.**

**Exhibitors** wearing their badges may access the premises on the following days and at the following times:

**Saturday 4 September 2021 from 8 a.m. to 8 p.m.**

**Sunday 5 September 2021 from 8 a.m. to 8 p.m. (*ONLY ON REQUEST at [info@macfrut.com](mailto:info@macfrut.com)*)**

**Monday 6 September 2021 from 8 a.m. to 8 p.m.**

**For custom set-ups:** all set-up designs are subject to approval by the Technical Department of Cesena Fiera S.p.A. and must be submitted no later than **31 July 2021**.

Moreover, for custom-designed stands, you will need to hire a fire extinguisher to be placed in your stand.

For further information on the stand design guidelines and maximum heights, see the stand fitter's page on our website or Art. 11 of the General Regulations.

## Access to the trade fair, goods handling and material dispatch

Exhibitors and stand fitters can access the exhibition centre during set-up days following the logistics plan, which can be found on the [website](#).

All exhibitors and stand fitters must be provided with an exhibitor's badge or stand fitter's badge.

### Dismantling

*See Art. 16 of the General Regulations*

At the stands, activities involving the removal of samples, products and manufactured goods may be carried out, using only hand trucks/pallet jacks, from **6 p.m. to 8 p.m. on 9 September 2021**, after showing the EXIT CARD.

This card is necessary to start dismantling the stand and to remove the exhibited products; it must be shown at the entrance gates to allow each vehicle to enter and exit the premises.

The **EXIT CARD** will be available in your [reserved area](#) prior to the start of the event and following payment of the total due amount for the stand (including any additional services requested).

In any case, we recommend removing any valuable, fragile or easily transportable items from the stands.

#### **Dismantling dates and times:**

**Friday 10 September** all day from **8 a.m. to 8 p.m.**

**Saturday 11 September** all day from **8 a.m. to 8 p.m.**

## IMPORTANT DEADLINES

- **30 June 2021** Deadline to purchase "The China Day" package.
- **31 March 2021** Deadline for sending custom-designed stand projects to the technical department ([ufficiotecnico@mafrut.com](mailto:ufficiotecnico@mafrut.com)).
- **31 July 2021** Deadline for paying the total due amount for participation.
- **31 July 2021** Deadline for entering data in the catalogue ([through the reserved area](#)).
- **31 July 2021** Deadline for submitting files ([allestmenti@macfrut.com](mailto:allestmenti@macfrut.com)) for the creation of graphic material for the "Area + Stand" packages.
- From **31 July 2021** 20% surcharge on any additional services requested.
- **25 August 2021** Deadline for setting up the virtual stand on the Macfrut Digital platform (by uploading multimedia contents such as videos, images, logos, etc.).
- **26 August 2021** Deadline for requesting online services for Macfrut and Macfrut Digital.
- From **2 September 2021**, services may only be purchased at the S.A.T.E. office at the Exhibition Centre, with an additional 10% surcharge, subject to verification of service feasibility.

## COMMUNICATIONS WITH EXHIBITORS

All communications regarding the trade fair will be sent to the paperwork contact person.

Check the [website](#) and your [reserved area](#) regularly to view communications regarding the trade fair.

## CHECKLIST

Check the overall status of your participation:

- Enter data in the catalogue
- Request additional services
- Accredite stand fitters (only for custom-designed stands with external stand fitter)
- Set up the [Virtual Stand](#)
- Complete the [B2B Profile](#)
- Request appointments via the [Business Matching](#) platform
- Send all documentation related to custom-designed stands (only for custom-designed stands with external stand fitter)
- Request to bring goods into the pavilions
- Request additional parking cards
- Request advertising inside the exhibition centre
- Request advertising in the catalogue
- Request conference rooms and meeting areas and related services
- Download exhibitor badge
- Request catering service
- Request hostesses and interpreters
- Book hotel accommodation



## IMPORTANT CONTACTS

- HOSPITALITY:  
[hospitality@macfrut.com](mailto:hospitality@macfrut.com)  
Tel. +39 0547 618569
- B2B:  
[business@macfrutdigital.com](mailto:business@macfrutdigital.com)  
Tel. +39 0547 317435
- SET-UP:  
[allestimenti@macfrut.com](mailto:allestimenti@macfrut.com)  
You can contact our stand fitters either for a quote for a custom stand design or to send the material for a pre-fitted stand.
- SAFETY:  
[sicurezza@macfrut.com](mailto:sicurezza@macfrut.com)
- TECHNICAL DEPARTMENT:  
[ufficiotecnico@macfrut.com](mailto:ufficiotecnico@macfrut.com)
- GOODS HANDLING:  
[info.rimini@expotrans.net](mailto:info.rimini@expotrans.net)  
Tel. +39 0541 744 846
- HOSTESS/INTERPRETER:  
[hostess@macfrut.com](mailto:hostess@macfrut.com)
- CATERING SERVICE:  
[catering@macfrut.com](mailto:catering@macfrut.com)

If you have any queries or problems, do not hesitate to contact us at:

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