

TECHNICAL SHEET

MIDA

The logo 'MIDA' is rendered in a bold, black, sans-serif font. The letter 'M' is solid black. The first 'I' has a vertical gradient from purple at the bottom to yellow at the top. The 'D' is solid black with a golden ratio spiral overlaid on its right side. The 'A' is solid black and is enclosed within a thin, light blue circular outline.

2021

The year '2021' is rendered in a bold, black, sans-serif font. The first '2' is solid black. The '0' has a vertical gradient from purple at the bottom to green at the top. The second '2' has a vertical gradient from purple at the bottom to orange at the top. The '1' is solid black.

85th Florence International Crafts Fair

24th April – 2nd May 2021
Fortezza da Basso, Florence

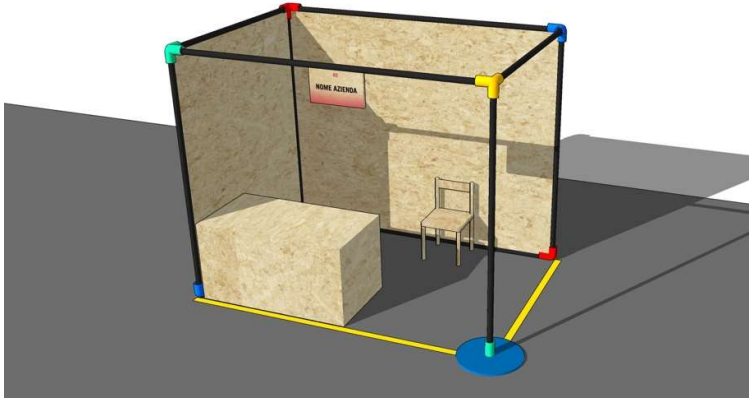
Basic structures and furnishings

Each stand is equipped with:

- Separation with panelling (h 250)
- Electricity supply with 3 universal sockets, 1Kw max
- Sign with company name

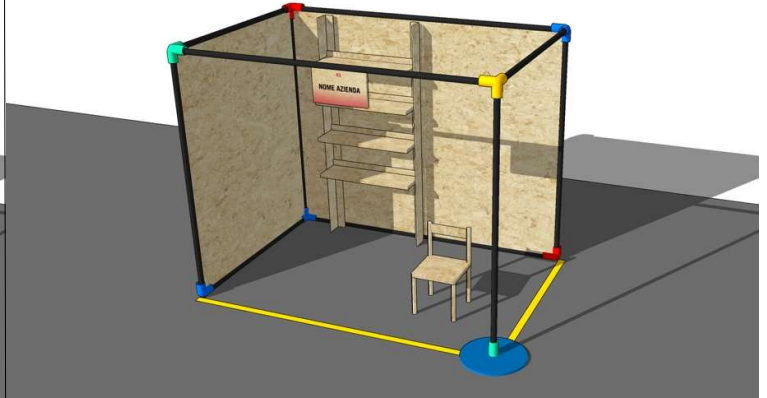
- The given colour and placement of a carpet, will depend upon Firenze Fiera, as it will be responsible in deciding in which pavilion to place each Exhibitor in

Basic structures and furnishings



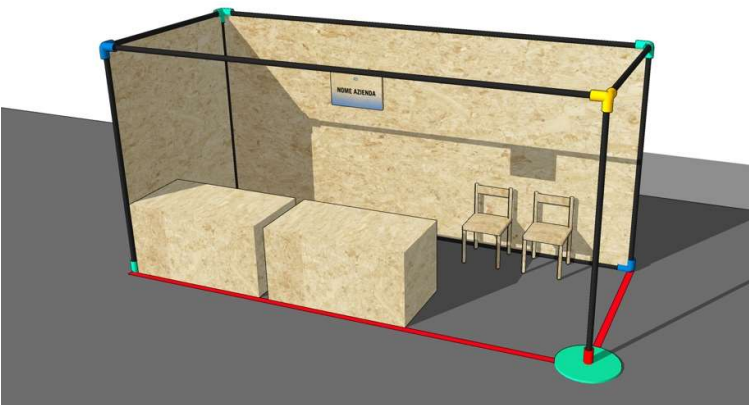
6 M² (3X2) - OPTION A

- 1 chair
- 1 desk (h 75x150x80)***
- 2 LED spotlights, 50w



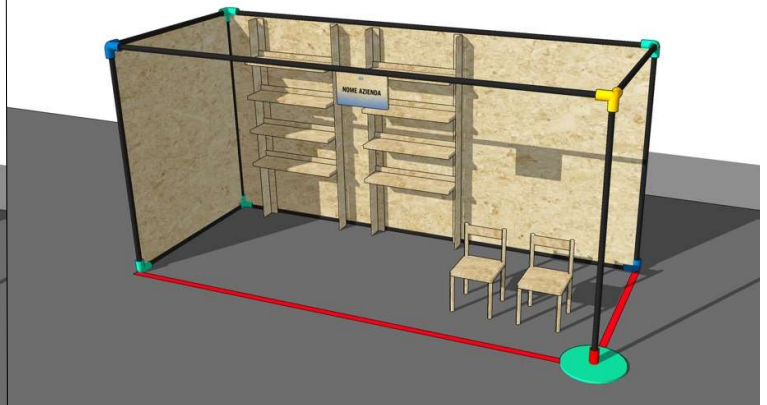
6 M² (3X2) - OPTION B

- 1 chair
- 1 shelf unit (h 250x100x28)***
- 2 LED spotlights, 50w



10 M² (5X2) AND MULTIPLES - OPTION A

- 2 chairs
- 2 desks (h 75x150x80)***
- 4 LED spotlights, 50w



10 M² (5X2) AND MULTIPLES - OPTION B

- 2 chairs
- 2 shelf units (h 250x100x28)***
- 4 LED spotlights, 50w

*****Except for the food and beverage sector, where the sizes of the desks and shelves are respectively h 95x150x80 and h 250x100x30.

Rates MIDA 2021

The 2021 edition of MIDA offers a 10% discount off of the standard stand cost per square meter, as indicated below. Participation in MIDA 2021 provides also free admission to EMPORIO MIDA, the digital showcase reserved for the International Crafts Fair's exhibitors (emporiomida.mostrartigianato.it).

BASE RATE:

€/m² 185,00 + VAT (discounted € 166,50/m² + VAT)

CONCESSION RATES:

€/m² 165,00 + VAT (discounted € 148,50/m² + VAT)

The rate is applicable only for collective participations of category associations, public and/or private Italian or international institutions.

€/m² 130,00 + VAT (discounted € 117,00/m² + VAT)

Start-ups and new companies regularly registered with the Chamber of Commerce in Italy, with less than 48 months of activity.

€/m² 130,00 + VAT (discounted € 117,00/m² + VAT)

Creators of original works / Hobbyists; applicable only for the first two years of participation in the event, 2019 edition included, following which the Exhibitor will be required to pay the Base Rate and show the registration of a VAT number.

NEXT GENERATION DISCOUNT:

Exhibitors who use the support of interns, duly registered, are entitled to a 10% discount on the cost per square metre of the stand.

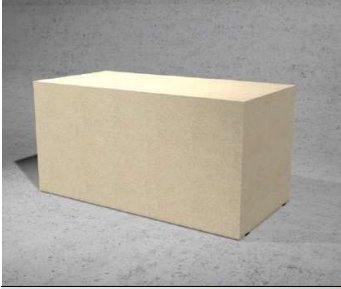
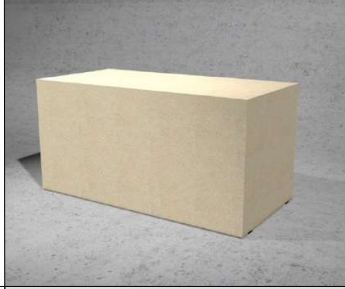






Registration fee and down payment:

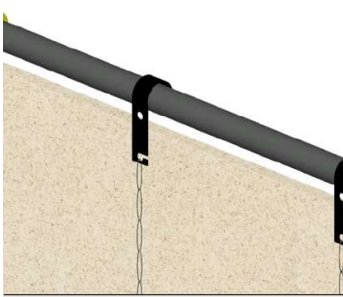
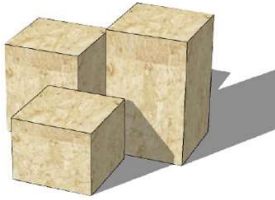






The registration fee for each exhibitor is € 250 + VAT, including insurance services.
At the time of registration, the advance to be paid is 25% of the total amount, plus VAT.

General stand setup rules

1. The 2021 edition of MIDA offers rentals of pre-setup booths of 6 m² (3x2m); 10 m² (5x2m) and multiple booths. The exhibition floor plan does not allow the assignment of stands of other dimensions.
2. For double stands, the furnishings increase proportionally, apart from the electricity supply which remains single. Same criterion applies in case of further surface increases.
3. The furnishings included are those indicated in the Technical Sheet - p.2. Other furnishings can be requested through the Optional Furnishings form - p.4.
4. While setting up, any movement or assembly/disassembly of panels or furnishings belonging to the stand will be charged at €200/each. + VAT.
5. It is forbidden to cover the walls of the stand with other materials. The given colour and placement of a carpet, will depend upon Firenze Fiera, as it will be responsible in deciding in which pavilion to place each Exhibitor in.
6. It is forbidden to hang any type of product or other material on the tubular structures supplied with the stand.
7. It is forbidden to go beyond the limits of the assigned exhibition space with the products on display, and the height of the panels separating the stands (h 250)..
8. It is forbidden to make holes with nails or screws, scratch, glue or damage the panels supplied with the stand in any way. Any damage will be debited in the invoice.
9. It is forbidden to take furniture from other stands. Should this come to light, furnishings will be invoiced at double the list price.
10. It is forbidden to modify the structure of your stand, remove the panels, the braces, detach spotlights without authorisation, or cover the stand with coverings or curtains.
11. It is forbidden to hang or install signs, paintings, posters, logos or slogans inside the stand with the use of self-supporting structures. Company logos and other info sheets (including photographic materials) may only be displayed on the counters or hung on the walls by means of special chains and hooks (upon request through the Optional Furniture module, sent later), of an equal or lesser size in each case than a sheet of A3 (42x29.7 cm) and in quantities no greater than three.
12. Any additional lighting supports to what is supplied, as well as any modifications to the stand fittings, must be subjected to FIRENZE FIERA S.p.A. which reserves the right to reject or accept such proposals.
13. In the case of use of furniture or fabrics by the Exhibitor, only materials and fabrics in black or sand colour are allowed.
14. In order to preserve the uniformity and legibility of the display layout, the Exhibitor is required to use display structures consistent with the project. The organisation reserves the right to not allow the use of furniture or accessories that are not in line with the aesthetic impact of the event, and must in any case be submitted in advance to FIRENZE FIERA S.p.A. for evaluation and approval.
15. For more detailed information about which furniture and accessories are permitted, please refer to the guidelines for stand setup to be provided later. The management of FIRENZE FIERA S.p.A. is available at all stages of the event to support the Exhibitor in optimising the presentation of his/her product or project.
16. These rules are only a brief outline of the General Regulation. Exhibitors are required to read and operate in compliance with all articles of the Regulation, with particular attention to No.17, where possible monetary penalties are highlighted, and No. 22 - Covid-19 Appendix.

Optional furnishings

	<p>TABLE h 75x150x80 cm € 90,00 + VAT</p>		<p>COUNTER (only food & beverage sector) h 95x150x80 cm € 110,00 +VAT</p>
	<p>DENIM TABLE h 140x70x73 cm € 70,00 +VAT</p>		<p>BLACK FLIP CHAIR € 15,00 +VAT</p>
	<p>HIGH STOOL WITH BACKREST h 75 cm € 20,00 +VAT</p>		<p>HIGH STOOL WITHOUT BACKREST h 75 cm € 15,00 +VAT</p>
	<p>SHELF UNIT A h 250x100x28 cm € 110,00 +VAT</p>		<p>SHELF UNIT B (only food & beverage sector) h 250x100x30 cm € 200,00 +VAT</p>

	<p>HOOK WITH CHAIN Chain: h 150 cm € 10,00 +VAT</p>	 <p>PLINTHS 50x50cm – h 40/60/80 cm € 35,00 cad. +VAT</p>
	<p>CLOTHES RACK WITH HANGERS € 27,00 +VAT</p>	 <p>VITRINE h 180x77x41 cm € 140.00 +VAT</p>
	<p>SMALL FRIDGE h 85x55x61 cm € 66,00 +VAT</p>	 <p>TRASH BIN € 6,00 +VAT</p>
	<p>ÉCRU FABRIC €/mq 5,00 +VAT</p>	 <p>BLACK FABRIC €/mq 5,00 +VAT</p>

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