

### EXHIBITING RATES PER SQ.M - BARE AREA

	1 open side	2 open sides	3 open sides	4 open sides	Wide area (min. 96 sq.m)
<b>STANDARD RATE</b>	<b>€ 223.00</b>	<b>€ 234.00</b>	<b>€ 243.00</b>	<b>€ 248.00</b>	<b>€ 216.00</b>

BARE AREA RATE includes area only; to be added: registration fee, security extra services and music royalties, power supply, other possible costs.

All areas smaller or equal to 20 sq.m are available only in turnkey solution. See also Gen. Rules & Regulations Cap II Part 1 art. 2.

### TURNKEY STAND SOLUTIONS

Type A	16 sqm			32 sqm		
	1 open side	2 open sides*	3 open sides*	1 open side	2 open sides*	3 open sides
Standard	€ 6,008	€ 6,184	€ 6,328	€ 10,999	€ 11,351	€ 11,639
Type G	16 sqm			32 sqm		
	1 open side	2 open sides*	3 open sides*	1 open side	2 open sides*	3 open sides*
Standard	€ 6,248	€ 6,424	€ 6,568	€ 11,479	€ 11,831	€ 12,119
Type A4LUX SMART	16 mq			32 mq		
	1 open side	2 open sides*	3 open sides*	1 open side	2 open sides*	3 open sides*
Standard	€ 8,216	€ 8,392	€ 8,536	€ 15,415	€ 15,767	€ 16,055

\*only upon availability

**TURNKEY SOLUTION** is mandatory for areas smaller or equal to 20 sq.m and it includes registration fee, security extra services and music royalties, fitting, furnishing, carpet, power supply (1 kW every 16 sq.m until maximum 4 kW). For 20 sq.m stands daily cleaning is included.

### PREMIUM SETUP SOLUTION – EXHIBITING RATES PER SQM

<b>STANDARD RATE</b>	<b>€ 276.00</b>
<b>AVAILABLE SIZES</b>	<b>from 28 to 64 sqm</b>

The **PREMIUM SETUP RATE** refers exclusively to the **setup** service and **equipment** indicated on page 6.

To this must be added: bare area, registration fee, security extra services and music royalties, power supply and any other additional customizations.

### OTHER ITEMS

**REGISTRATION FEE (compulsory for each exhibitor)** which includes: insurance as indicated in Chapter II Part 4 Art.1, DIGITAL PROFILE based on KEY platform, exhibitor badges based on square meters purchased, digital customer invitation tickets based on the square meters purchased worth 1 euro + VAT each v. Chapter II art. 2 of the regulation, inclusion in the list of Participant, municipal tax on advertising within 3 m, 1 parking pass, wi-fi connection, lead scanner

#### Registration fee

**€ 889.00**

Registration fee is sold together with the sale of invitation digital tickets, i.e.:

up to 64 sq.m registration fee	€ 839 + 50 invitation digital tickets;
up to 127 sq.m registration fee	€ 789 + 100 invitation digital tickets;
more than 128 sq.m registration fee	€ 689 + 200 invitation digital tickets.

Security extra services and music royalties *	€/sq.m <b>1.95</b>
Green Area Surcharge **	<b>+ 15% on total bare area rate</b>
Catalogue publication of represented companies	€/each <b>160.00</b>
Hosted companies fee (in case of more companies inside one booth)	€/each <b>1,900.00</b>
Foreign collective entry fee	€/each <b>400.00</b>

VAT must be added to all figures, if due

#### Notes:

Further details and costs of participation are indicated in the General Rules and Regulations of Exhibition

\* implementation of increasing safety requirements by the public authorities contribution (metal detectors, extra cost for international VISA increasing control obligations, more security staff and devices as metal detectors during the exhibition) and music royalties for broadcasting.

\*\* **Green Area Surcharge:** Supplementary rate on the total area amount for those stands having at least one front or entirely placed between the two main passages.

It is calculated only on total bare area cost even if the booth is a turnkey formula. (Gen. Rules & Regulations Cap II art. 2)

# TECHNICAL FORM KEY 2027

## GENERAL INFORMATION

10 – 12 MARCH 2027

### IMPORTANT DEADLINES:

<b>BOOKING SPACE AND TECHNICAL DATES</b>	<b>REGISTRATION PROCEDURE</b>	Fill in and send the application form to email <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> and to the relative Sales Account in pdf format. Pay deposit in order to get benefits as indicated in the application form. KEY Team will contact you with a customized proposal.
	<b>AREA ALLOCATION START</b>	<b>FROM 15<sup>th</sup> JUNE 2026</b>
<b>WITHDRAWAL RULES</b>	<b>PARTICIPATION CONFIRM</b>	<b>Exhibiting proposal, signed for acceptance, must be sent via email to <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> and to the relative Sales Account in pdf format.</b> <b>Deposit</b> (only in case not yet paid) <b>must be paid</b> for the sum and to the bank account as indicated in the same proposal. NOTE: deposit payment made after the exhibiting proposal signature does give any right to the benefits
	<b>BALANCE DEADLINE</b>	<b>8<sup>th</sup> FEBRUARY 2027</b> Deadline for <b>total balance payment</b> related to the exhibiting area allocated Note: after that date any client who will sign a proposal has to pay the balance immediately
	<b>BOOTH PROJECT APPROVAL</b>	<b>30<sup>th</sup> JANUARY 2027</b> <b>BARE AREAS:</b> Cut-off date for the <b>presentation of stand fitting &amp; layout design</b> to upload in the section "stand projects" in the reserved area
	<b>Within 18<sup>th</sup> September 2026</b>	<i>If the written cancellation reaches the Organizer no later than <b>18<sup>th</sup> September 2026</b>, the penalty will be equal to an amount corresponding to the registration fee</i>
	<b>From 19<sup>th</sup> September 2026 To 30<sup>th</sup> November 2026</b>	<i>If the written cancellation reaches the Organizer from <b>19<sup>th</sup> September 2026</b>, the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal</i>
	<b>From 1<sup>st</sup> December 2026</b>	<i>If the written cancellation reaches the Organizer from the date of <b>1<sup>st</sup> December 2026</b>, penalty will be equal to an amount corresponding to the entire balance due as determined in the signed exhibiting proposal</i>

For more info please read the General Rules and Regulations always available on [www.key-expo.com](http://www.key-expo.com)

#### MORE INFO AND CONTACTS:

SECTOR	TEAM	PHONE +39	EMAIL
Info for exhibitors, exhibiting space sale, advertising spaces in exhibition pavilions, web advertising, catalogue advertising sale	<b>Exhibition Manager</b> Giorgia Caprioli	0541 744 120	<a href="mailto:giorgia.caprioli@iegexpo.it">giorgia.caprioli@iegexpo.it</a>
	<b>SALES ACCOUNT</b> Claudia Costella	0541 744 457	<a href="mailto:claudia.costella@iegexpo.it">claudia.costella@iegexpo.it</a>
	Caterina Giolitto	0541 744 497	<a href="mailto:caterina.giolitto@iegexpo.it">caterina.giolitto@iegexpo.it</a>
	Giulia Nicolato	0541 744 271	<a href="mailto:giulia.nicolato@iegexpo.it">giulia.nicolato@iegexpo.it</a>
	Erik Mainardo Benardelli	0541 744 223	<a href="mailto:erik.benardelli@iegexpo.it">erik.benardelli@iegexpo.it</a>
	Giulia Ottavi	0541 744 329	<a href="mailto:giulia.ottavi@iegexpo.it">giulia.ottavi@iegexpo.it</a>
	Giulia Bersani	349 570 0663	<a href="mailto:giulia.bersani@iegexpo.it">giulia.bersani@iegexpo.it</a>
	<b>INTERNATIONAL SALES ACCOUNT</b> Fabio Matteo Rocco	0541 744 339	<a href="mailto:fabiomatteo.rocco@iegexpo.it">fabiomatteo.rocco@iegexpo.it</a>
	<b>GERMAN SALES ACCOUNT</b> Michela Girardi	+4917693146550	<a href="mailto:michela.girardi@iegexpo.de">michela.girardi@iegexpo.de</a>

#### NOTICES TO EXHIBITING COMPANIES

We hereby inform you that some companies, including "International Fairs Directory", "Mulpor Company Srl", "Oceandatalinks", "Fortune Business Intelligence group inc - fortunebig", based in different parts of the world and with constantly changing company names, are used to send our exhibiting companies forms in which they request to correct the data of the companies themselves, for the publication of advertisements, in online magazines, improperly using the trademarks of our events, or propose the sale of databases of names of buyers complete with company names, names of internal contacts, their contacts Email, website, addresses, telephone and fax.

The companies of the aforementioned type **HAVE NOT BEEN AUTHORIZED BY US** to use our name or the brands connected to us. Therefore, an arbitrary and illegitimate use of the distinctive signs of others is evident, in order to create misunderstandings in the recipients of the aforementioned communications. It is also understood that **Italian Exhibition Group Spa has not communicated or transferred any data of its buyers to the companies that propose the sale of databases of our buyers.**

In the event that you receive forms or proposals for the sales of database, also by e-mail, from the companies as specified above, we invite you to pay **MAXIMUM ATTENTION**, taking into account the above.

# TURNKEY STAND FORM

## 16 MQ / 1 OPEN FRONTS - SIZE 4X4

### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

#### A STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 100x100 cm  
1 rectangular table 160x80xh72 cm  
3 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps 300 w  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### LIST PRICE

€ 6,008.00

#### G STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 100x100 cm  
1 rectangular table 160x80xh72 cm  
3 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps 300 w  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### LIST PRICE

€6,248.00

#### A4LUX SMART STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 100x100 cm  
1 Square table 70x70 cm  
4 chairs  
1 stool  
1 reception desk 100x40xh100 cm  
1 waste bin  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
1 socket 220 v  
3 lamps  
In your area is included 1kw electrical supply (220 v) which is enough for standard electrical system.

##### GRAPHIC

Total adhesive wall graphics covering  
Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

#### LIST PRICE

€8,216.00

For any request about: energy voltage different from italian voltage (220V), personalize the booth with logo and company's colors, please contact: **Prostand Tel +39 0541 744855 - info@prostand.com**

##### SUPPLY GENERAL CONDITIONS

The exhibitor is accountable for the hired materials until the time of giving them back; he engages himself in covering every eventual burden deriving from the improper use of such material.

##### ORGANIZED BY

**ITALIAN EXHIBITION GROUP**  
Providing the future

**ITALIAN EXHIBITION GROUP SpA**  
Via Emilia 155 - 47921 - Rimini (Italy) - P. +39 0541 744111 - C.F./P.I. 00139440408 - info@iegexpo.it - www.iegexpo.it

# TURNKEY STAND FORM

## 32 MQ / 1 OPEN FRONTS - SIZE 8X4

### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

#### A STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### LIST PRICE

**€10,999.00**

#### G STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

#### LIST PRICE

**€11,479.00**

#### A4LUX SMART STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 Square tables 70x70 cm  
8 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### GRAPHIC

Total adhesive wall graphics covering  
Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

#### LIST PRICE

**€15,415.00**

For any request about: energy voltage different from italian voltage (220V), personalize the booth with logo and company's colors, please contact: **Prostand Tel +39 0541 744855 - info@prostand.com**

##### SUPPLY GENERAL CONDITIONS

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## TURNKEY STAND FORM

32 MQ / 2 OPEN FRONTS - SIZE 8X4

### TURNKEY STAND

Registration fee, security extra services and music royalties, bare area rent, power supply and cleaning are included in the prices.

#### A STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

LIST PRICE

€11,351.00

#### G STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet

1 lumber room 200x100 cm  
2 rectangular tables 160x80xh72 cm  
6 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps 300 w  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### STANDARD GRAPHIC

Black adhesive  
(support's net size 180xh40 cm)

LIST PRICE

€11,831.00

#### A4LUX SMART STAND TYPE



##### SET UP

Varnished wood walls h290 cm  
Anthracite Gray carpet  
1 lumber room 200x100 cm  
2 Square tables 70x70 cm  
8 chairs  
2 stools  
2 reception desks 100x40xh100 cm  
2 waste bins  
1 coat hanger

##### ELECTRICAL SYSTEM

1 electrical board  
2 socket 220 v  
6 lamps  
In your area is included 2kw electrical supply (220 v) which is enough for standard electrical system.

##### GRAPHIC

Total adhesive wall graphics covering  
Printed flag whit company name  
180xh40 cm  
Printed flag in reception desk (support's net size 100xh98 cm)

LIST PRICE

€15,767.00

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##### SUPPLY GENERAL CONDITIONS

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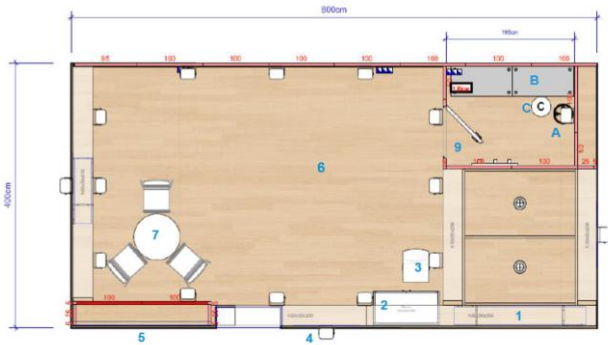
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# PREMIUM SETUP

## EQUIPMENT INCLUDED



## EXTRA CUSTOMIZATIONS



**EQUIPMENT**

- Shelving unit with 3 shelves
- 100 cm reception desk
- Stool
- Logo on the front panel
- Graphic panel (200x290 cm)
- Parquet flooring
- Lighting system and electrical sockets
- Storage room (200x150 cm) with:
  - 1 coat rock
  - 2 shelves
  - 1 waste bin

**FLOORING**

wood

white

**WALLS**

powder pink

beige

white

**EXTRA CUSTOMIZATIONS**

The basic Premium setup can be enhanced with additional customizations, upon quotation.

Examples of extra customizations:

- Ledwall or backlit graphic
- Canvas graphic on the back wall
- Monitor
- Lounge area (armchairs + coffee table)
- Additional furniture set (table + chairs)
- etc.

**RATES**

€/sqm	<b>276.00</b>
available sizes	<b>from 28 to 64 sqm</b>

Prices refer exclusively to the stand setup service and the equipment listed.

The following are expressly excluded: raw space, registration fee, security extra services and music royalties, electrical connections, and any other extra items.

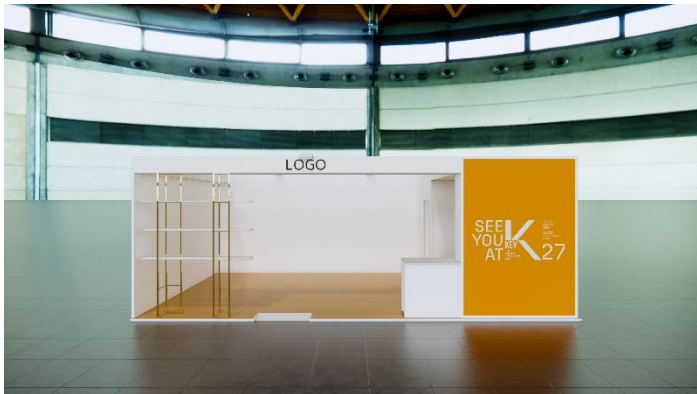
To customize your space with furniture, corporate graphics, additional structures, integrations, or modifications to the electrical setup, please contact **Prostand Tel +39 0541 744855 - info@prostand.com**

**GENERAL TERMS OF SUPPLY.** The exhibitor, from the moment of taking delivery of the materials, is responsible for their proper use—meaning normal wear and use—until they are returned. The exhibitor also undertakes to cover any and all costs arising from or related to improper and/or incorrect use of the rented materials, and to fully reimburse or replace them in the event they are not returned.

## PREMIUM SETUP

32 SQM

FRONT VIEW



SIDE VIEW



48 SQM

SIDE VIEW



64 SQM

SIDE VIEW



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