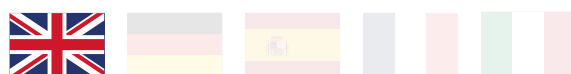


FORUM Agenti

The Exhibition for the Search of Commercial Agents



PRESENTATION

FORUM AGENTI IS...

«The Exhibition where supply and demand of sales representative meet each other»



JOB INTERVIEWS FOR THE RECRUITMENT OF COMMERCIAL AGENTS

- thousands of agents and hundreds of companies meet each other in the same location at one time
- to the companies, it means meeting targeted and experienced candidates
- to the agents, it means meeting italian and foreign companies looking for new representatives
- the selection of candidates is immediate thanks to the job interviews happening directly on-site between companies and agents
- companies can optimize the recruitment process
- agents can optimize the time for searching new sales job opportunities



FREE CONSULTING

- one to one consulting by the Enasarco Foundation
- legal, tax and international consulting.
Questions and answers in a dedicated theatre



AUTOMOTIVE MANUFACTURERS

- test drive straight at the exhibition centre
- special offers for commercial agents and self-employed
- fleet vehicles special offers for companies
- long term car rental special offers



CONFERENCES, LABS AND WORKSHOPS

- information and up-to-date workshops on legal and tax topics
- training and motivational mini workshops
- conferences held by trade associations
- conferences held by automotive manufacturers and participating companies
- workshops organized by italian and foreign organizations



agent321

Speciali Tariffe
da dicembre 11

Messaggio di Marco B. S.p.A. 634

agent321.com

Forum Agenti

Easyshop

SKIA
SAFETY

agent321

agent321

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ADVERTISING CAMPAIGNS

«A communication project able to guarantee a growing number of visitors to the Participating and Sponsors Companies»

Radio Spot

The Radio Campaign was the Forum Agenti first choice in order to build visibility in the media. The tam-tam of the brand started in the beginning of 2012 on Radio24; this radio was selected because of its target audiences (Commercial Agents, companies, professionals...) exactly corresponding to the Participants of the Agents' Search Fair, both exhibitors and visitors. From 2014, the broadcasting went on the Radio Stations of RAI (Italy's national public broadcasting company) Radio1 and Radio2.



National and Local Press

The advertising planning on the press ensures an excellent and wide coverage, both local and national. The selected targets are the most esteemed and sold newspapers in Italy. Regarding to the national newspapers, there are *Repubblica* (insert "Affari&Finanza"), *Il Sole 24 Ore*, *Il Giornale*, *Libero*, *MF*, *Milano Finanza* and *Italia Oggi*.

Among the periodicals, Forum Agenti chose only the magazines that focus on Commercial Agents, freelances and self-employed most generally. You can find the brand of Forum Agenti on *Class*, *Capital*, *Patrimoni* and *Ferramenta2000Magazine*.

TV Spot

In 2014, Forum Agenti brought on TV its brand for the first time. Initially, the Fair for the Search of Commercial Agents was launched on the Mediaset Channels (Canale 5, Italia 1 and R101). Then, it was immediately broadcasted by the Sky Channels (channel 100 Sky Tg24) and Rai (Rai Uno, Rai Tre and Rai News24).



ALL EDITIONS

«From 2013 to date, seven editions allowed Companies to meet new Commercial Agents»

I

edition

Forum Agenti Rome

10-12 May 2013

93 participating companies
1,500 sq.m. exhibition space

II

edition

Forum Agenti Milan

29-30 November 2013

169 participating companies
7,500 sq.m. exhibition space

III

edition

Forum Agenti Naples

14-15 March 2014

72 participating companies
2,800 sq.m. exhibition space

IV

edition

Forum Agenti Rome

9-10 May 2014

57 participating companies
1,900 sq.m. exhibition space

V

edition

Forum Agenti Milan

28-29 November 2014

407 participating companies
12,500 sq.m. exhibition space

VI

edition

Forum Agenti Naples

13-14 March 2015

67 participating companies
2,800 sq.m. exhibition space

SPONSORS & PARTNERS OF THE FIRST SIX EDITIONS



Mercedes-Benz

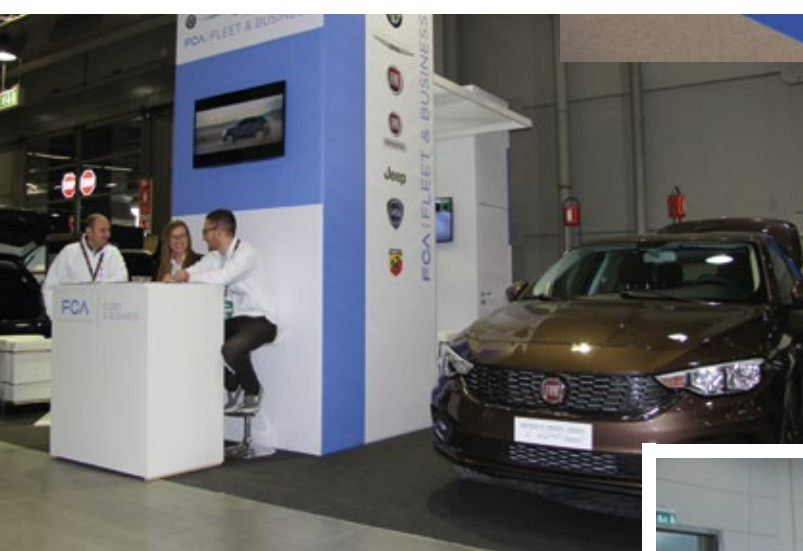


OFFICIAL RADIO



OFFICIAL RAIL CARRIER





VII
edition

Forum Agenti Verona

5-6 June 2015

- 1,487** Commercial Agents, Sales Representative Agencies & Distributors (unique visitors)
- 149** Exhibiting Companies
- 256** Companies Participating as Visitors (unique visitors)
- 3,400** sq.m. exhibition space
- 2** Theatres dedicated to Seminars, Training Courses and Workshops
- 25** Seminars, Training Courses and Workshops
- 256** Free Consulting (legal, social security, tax and International)

SPONSORS & PARTNERS



LEASYS

FCA
FIAT CHRYSLER AUTOMOBILES



VIII
edition

Forum Agenti Milan

26-27-28 November 2015

3,332

Commercial agents, sales representative agencies & distributors
(unique visitors)

414

Exhibiting companies for the agents recruiting, 70 of which foreign companies: *Belgium, Bulgaria, Croatia, United Arab Emirates, France, Germany, England, Latvia, Malta, Netherlands, Poland, Czech Republic, San Marino, Slovenia, Spain, Switzerland*

451

Participating companies as visitors

1,531

Corporate and business officers (unique visitors)

14,000

sq.m. exhibition space

6

Theatres dedicated to seminars, training courses and workshops, radio broadcasting, legal and tax consulting, conferences of trade associations

37

Seminars, training courses and workshops

323

Social security consulting provided by Enasarco Foundation

9,545

Sales job interviews

8

Automobile Manufactureres & Test Drive

SPONSORS & PARTNERS



FONDAZIONE ITS
PER LE NUOVE TECNOLOGIE
PER IL MADE IN ITALY



Largo
Consumo



LEASYS

FCA
FINANZIARIA AUTOMOBILI



RENAULT
Passion for life



STAND 3x2

Floor area: 6 sq.m.



Including:

- 1 Desk
- 4 Chairs
- 1 Graphics on Panel
Printing and installation of the graphic design (90CMx90CM) with the company logo
- Electrical Outlet
- Lighting

ALL INCLUSIVE



fitted carpet



1 desk



4 chairs



graphics



electrical outlet



lighting

ON DEMAND



extra graphics

MORE VISIBILITY TO YOUR PARTICIPATION

- The publication of the company profile and its sales agent Job offer on the official catalogue of the exhibition
- The realization of a web page dedicated to the Company on the website www.forumagenti.it
- Newsletters sent to the entire database of commercial agents (390,000 registered Commercial Agents)
- The publication of the company logo in the Forum Agenti pages on the most important national newspapers



STAND 4x3

Floor area: 12 sq.m.



Including:

- 1 Desk
- 4 Chairs
- 2 Graphics on Panel
Printing and installation of the graphic design (90CMx90CM) with the company logo
- Electrical Outlet
- Lighting

ALL INCLUSIVE



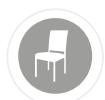
stand



fitted carpet



1 desk



4 chairs



graphics



electrical outlet



lighting

ON DEMAND



extra graphics



extra furniture

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