

Milano **RE-EXPO**  
MILANO, CROCEVIA DI POPOLI



Milano, Villa Scheibler - Via Felice Orsini, 21  
4 May - 1 November 2015

# COMMERCIAL GUIDE

## Offers, services and prices



**RE-EXPO, Milano crocevia di Popoli** is an exhibition dedicated to B2B and B2C food producers and innovative projects regarding sustainability from 144 countries present at EXPO 2015, to allow them to meet and be known on the Italian territory. The exhibition takes place at a time full of opportunities, during the period of EXPO 2015, stimulating beneficial cooperation between foreign companies, and their Italian partners.

**RE-EXPO, Milano crocevia di Popoli** is aimed at small and medium Italian enterprises, eager to be in touch with the large audience of EXPO 2015, to showcase their products and, above all, to verify the potential distribution and intercept potential foreign distributors in support of their business. Lifeblood of the development of our food chain.

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# Why participate in the event RE-EXPO, Milano Crocevia di Popoli ?

- **Because RE-EXPO, Milano crocevia di Popoli** is the exclusive event that every consortium, company and buyer working in the food production and eco-sustainability projects was waiting to take place in Milan at the same time of EXPO 2015.
- **Because RE-EXPO, Milano crocevia di Popoli** it's not just a fair, but a big synergistic occurrence involving B2B and B2C exhibitions, cultural events, gastronomical performances, seminars, conferences and shows.
- **Because RE-EXPO, Milano crocevia di Popoli** does not just cover a few days, as a normal fair but six months, from 4 May to 1 November, and it will attract an estimated 500.000 visitors, among 21 million presences expected in Milan during EXPO 2015 time.
- **Because RE-EXPO, Milano crocevia di Popoli** will be held in a prestigious location, Villa Scheibler, near the center of Milan, one step from EXPO 2015. The commercial exhibition will be staged deep in the green of its secular park within attractive 'geodesic domes' and the cultural events will be hosted in the gorgeous fifteenth-century Villa.
- **Because RE-EXPO, Milano crocevia di Popoli**, is strongly supported by the City of Milan and Lombardy Region through official patronages.
- **Because participating in RE-EXPO, Milano crocevia di Popoli** means to benefit of real and exclusive advantages that other commercial fairs are not able to offer:
  - **FOCUSED VISIBILITY:** During six months, every week only 20 selected companies, excelling in food & beverage, organic agricultural products, eco-sustainability technologies and projects will show the best of themselves to the public and to the market. Thousands of visitors and buyers will be focused on those business, those products, those projects. No confusion, no dispersion.
  - **PEERLESS ATTRACTIVENESS:** The continuous occurring of cultural and gastronomical events simultaneous to the commercial B2B and B2C exhibition will grant visitor affluence during all the six months period. The communication on the event will be permanent and sharp, involving municipal billboarding, press, radio, TV, web and social networks.
  - **ALL-INCLUSIVE PRICING:** Participation price includes everything and more: 14m2 booth modules, furnished of all comfort, corporate identity personalization, wi-fi connection, security, stand cleaning, warehouse, insurance, offline and online advertising, P.R., info point and secretariat. In addition, tens of extra services are offered on demand.
  - **CUSTOMIZED OFFERS:** Advantageous and important discounts will be applied on the start price depending on the customer's purchase needs, quantities, permanence and advance payment. Locations are limited, in order to grant your presence at the event and to take advantage of special discounts, we heartily recommend to book your participation as soon as possible. In the last page of the present Guide you will find our contacts. presente Guida troverete tutti i contatti.

**Companies and consortia in the following sectors are admitted to participate to RE-EXPO - Milano Crocevia di Popoli:**

**NATURAL AND ORGANIC FOODS**  
**ORGANIC AGRICULTURAL PRODUCTS AND SUSTAINABLE CROPS**  
**PRODUCTS FROM ORGANIC FARMING**  
**FOOD CRAFT**  
**ORGANIC AND ORIGIN CERTIFIED WINES**  
**CRAFT BEERS**  
**NATURAL OR BIOLOGICAL DRINKS**  
**EQUIPMENT AND TOOLS FOR THE AMATEUR AND PROFESSIONAL KITCHEN**  
**ARTISAN PRODUCTS FOR PREPARATION AND CONSUMPTION OF FOOD**  
**TECHNOLOGIES AND PROJECTS FOR SUSTAINABLE AGRICULTURE**  
**ENVIRONMENTAL AND SUSTAINABILITY PROJECTS**  
**SUSTAINABLE ENERGY PROJECTS**  
**PROJECTS RELATED TO RECYCLE AND REUSE**

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# Villa Scheibler, a prestigious location near the center of Milan, one step from EXPO 2015



RE-EXPO will be held in the beautiful setting of the park of the historic Villa Scheibler, restored and returned in all its beauty in Quarto Oggiaro, neighborhood north of the city in which the City of Milan is investing heavily to revitalize and restore it. Villa Scheibler is one of the most important residences of the fifteenth century present in Milan. It's project was commissioned by Ludovico II Moro as a hunting lodge. The Villa bears the name of the Count who in 1927 sold it to the City of Milan. The main building of Villa Scheibler is connected to the church of Saints Vitale and Agricola, headquarters, during EXPO 2015, of commercial and cultural events. Curiosity: an underground passage connecting once, Villa Scheibler to the nearby Villa Caimi. Trees in the park: an interesting paulownia at the entrance from the street F. Orsini, an impressive beech pendulous ('Atropurpurea Pendula') near the fountain and a rare species in Milan (sterculia, cercidifillo Japan, the Kentucky coffee tree, false lotus).

## How to get there

### From CENTRAL STATION

Connection Malpensa and Orio al Serio:

- 1) M3 (San Donato/Comasina) stop Affori FN
- 2) Bus 40 (Bonola M1) stop via Amoretti / Via Lessona, then Via Felice Orsini (200 m. by feet)

### From PIAZZA CADORNA

- 1) Connection Malpensa: M1 (Sesto S.G.) stop Cairoli
- 2) Bus 57 (Q.to Oggiaro) Via Lessona / Via Satta, then via Felice Orsini (650 m. by feet)

### From LINATE:

- 1) Bus 73 (San Babila) Largo Augusto
- 2) Tram 12 (Cacc. Alpi) Via Espinasse;
- 3) Bus 40 (Niguarda / Parco Nord) stop Via Amoretti / Via Lessona  
then Via Felice Orsini (200 m. by feet)

### From EXPO:

- 1) M1 (Sesto S.G.) Bonola M1;
- 2) Bus 40 (Niguarda / Parco Nord) stop Via Amoretti / Via Lessona  
then Via Felice Orsini (200 m. by feet)



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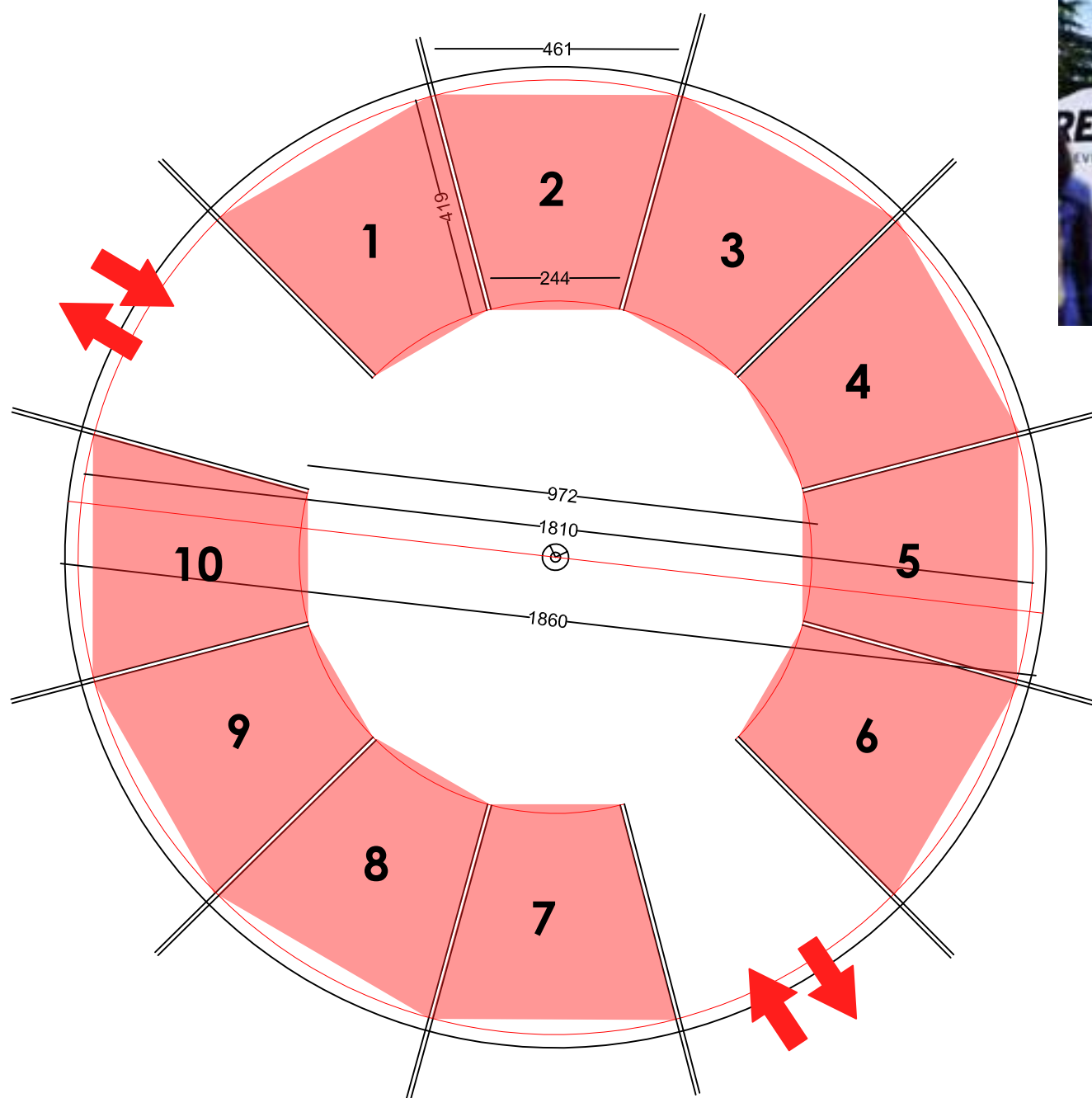
Comune  
di Milano



Regione Lombardia



To exhibit within a Dome.  
An attractive solution with low environmental impact.



The exhibition will be staged in the park of Villa Scheibler within modern and attractive 'domes', structures with low environmental impact that will host the event.

Each dome will contain a maximum of 10 stands of 14 square meters, pre-furnished with walls, desk, table, chairs and shelves, cooling/heating plant, electrical system, lights and wi-fi.

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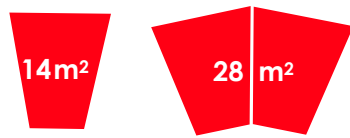


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# Prices and discount list



The stands are sold in two modular combinations:  
SINGLE STAND (14 m<sup>2</sup>) or DOUBLE STAND (28 m<sup>2</sup>)

The value of the stand is set at 150 euro per m<sup>2</sup> x day x period (slot)

In this table, prices and discounts are highlighted in the most common standard combinations. Additional discounts based on major bookings, or repeat bookings in different periods will be processed and eventually granted by contacting the sales management of RE-EXPO through mobile and emails provided to the contact page of this pdf or compiling the information request form on the website [www.re-expo.biz](http://www.re-expo.biz) or by sending an email to [generalinfo@re-expo.biz](mailto:generalinfo@re-expo.biz). The prices and discounts given below are approximate and may vary.

## SINGLE STAND 14m<sup>2</sup> X 7 DAYS



€ 150,00 a m<sup>2</sup> x 14 mq x 7 days for a total of € 14.700,00 plus taxes

reservation and advance payment  
within 31 January 2015  
(single exhibitor/company)

discount 30% on € 14.700,00	=	- € 4.410,00
deposit 40% within 31.01.15	=	€ 4.116,00
balance within 31.03.15	=	€ 6.174,00
cost x day	=	€ 1.470,00

reservation and advance payment  
within 28 February 2015  
(single exhibitor/company)

discount 25% on € 14.700,00	=	- € 3.675,00
deposit 45% within 28.02.15	=	€ 4.961,25
balance within 30.04.15	=	€ 6.063,65
cost x day	=	€ 1.575,00

reservation and advance payment  
within 31 March 2015  
(single exhibitor/company)

discount 20% su € 14.700,00	=	- € 2.940,00
deposit 50% within 31.03.15	=	€ 5.880,00
balance within 31.05.15	=	€ 6.174,00
cost x day	=	€ 1.680,00

If the stand is split between **more companies** (up to 4)  
you will have a percentage increase of the price per exhibitor in proportion to the discounted amount:  
10% for 1 extra exhibitor / 15% for 2 extra exhibitor / 20% for 3 extra exhibitor

+ 10%	+ 15%	+ 20%	+ 10%	+ 15%	+ 20%	+ 10%	+ 15%	+ 20%
€ 808,50/day each one	€ 563,50/day each one	€ 441,00/day each one	€ 866,25/day each one	€ 603,75/day each one	€ 472,50/day each one	€ 924,00/day each one	€ 644,00/day each one	€ 504,00/day each one

## SINGLE STAND 14m<sup>2</sup> X 14 DAYS



€ 150,00 a m<sup>2</sup> x 14 mq x 14 days for a total of € 14.700,00 plus taxes

reservation and advance payment  
within 31 January 2015  
(single exhibitor/company)

discount 32% on € 29.400,00	=	- € 9.408,00
deposit 40% within 31.01.15	=	€ 7.996,80
balance within 31.03.15	=	€ 11.995,20
cost x day	=	€ 1.428,00

reservation and advance payment  
within 28 February 2015  
(single exhibitor/company)

discount 26% on € 29.400,00	=	- € 7.644,00
deposit 45% within 28.02.15	=	€ 9.790,20
balance within 30.04.15	=	€ 11.965,80
cost x day	=	€ 1.554,00

reservation and advance payment  
within 31 March 2015  
(single exhibitor/company)

discount 26% su € 29.400,00	=	- € 7.350,00
deposit 50% within 31.03.15	=	€ 11.025,00
balance within 31.05.15	=	€ 11.025,00
cost x day	=	€ 1.575,00

If the stand is split between **more companies** (up to 4)  
you will have a percentage increase of the price per exhibitor in proportion to the discounted amount:  
10% for 1 extra exhibitor / 15% for 2 extra exhibitor / 20% for 3 extra exhibitor

+ 10%	+ 15%	+ 20%	+ 10%	+ 15%	+ 20%	+ 10%	+ 15%	+ 20%
€ 785,40/day each one	€ 547,40/day each one	€ 428,40/day each one	€ 854,70/day each one	€ 595,70/day each one	€ 466,20/day each one	€ 866,25/day each one	€ 603,75/day each one	€ 472,50/day each one

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# Prices and discount list

**DOUBLE STAND 28m<sup>2</sup> X 7 DAYS** 28m<sup>2</sup>

**€ 150,00 a m<sup>2</sup> x 28 mq x 7 days for a total of € 29.400,00 plus taxes**

reservation and advance payment within 31 January 2015 <i>(single exhibitor/company)</i>	reservation and advance payment within 28 February 2015 <i>(single exhibitor/company)</i>	reservation and advance payment within 31 March 2015 <i>(single exhibitor/company)</i>
discount 31% on € 29.400,00 = - € 9.114,00	discount 23% on € 29.400,00 = - € 6.762,00	discount 22% su € 29.400,00 = - € 6.468,00
deposit 40% within 31.01.15 = € 8.114,00	deposit 45% within 28.02.15 = € 4.961,25	deposit 50% within 31.03.15 = € 11.466,00
balance within 31.03.15 = € 12.171,00	balance within 30.04.15 = € 6.063,65	balance within 31.05.15 = € 11.760,00
cost x day = € 2.898,00	cost x day = € 1.575,00	cost x day = € 1.680,00

*If the stand is split between more companies (up to 4)  
you will have a percentage increase of the price per exhibitor in proportion to the discounted amount:  
10% for 1 extra exhibitor / 15% for 2 extra exhibitor / 20% for 3 extra exhibitor*

+ 10% € 1.593,90/day each one	+ 15% € 1.110,90/day each one	+ 20% € 869,40/day each one	+ 10% € 1.778,80/day each one	+ 15% € 1.239,70/day each one	+ 20% € 808,50/day each one	+ 10% € 1.801,80/day each one	+ 15% € 1.255,80/day each one	+ 20% € 982,80/day each one
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## Booking calendar

It is possible to buy one of the modular combinations described above for a slot of 1 week (7 days) from Monday to Sunday or 2 consecutive weeks (14 days). You can also buy more slots, of 7 or 14 days at different times of the event. For any particular request regarding prices and discounts contact the commercial management of RE-EXPO. We are sure we will find a good deal for you!

<b>1st SLOT</b> 4/5-10/5 7 days	<b>2nd SLOT</b> 11/5-17/5 7 days	<b>3rd SLOT</b> 18/5-24/5 7 days	<b>4th SLOT</b> 25/5-31/5 7 days	<b>5th SLOT</b> 1/6-7/6 7 days	<b>6th SLOT</b> 8/6-14/6 7 days	<b>7th SLOT</b> 15/6-21/6 7 days
<b>8th SLOT</b> 22/6-28/6 7 days	<b>9th SLOT</b> 29/6-5/7 7 days	<b>10th SLOT</b> 6/7-12/7 7 days	<b>11th SLOT</b> 13/7-19/7 7 days	<b>12th SLOT</b> 20/7-26/7 7 days	<b>13th SLOT</b> 27/7-2/8 7 days	<b>14th SLOT</b> 3/8-9/8 7 days
<b>15th SLOT</b> 10/8-16/8 7 days	<b>16th SLOT</b> 17/8-23/8 7 days	<b>17th SLOT</b> 24/8-30/8 7 days	<b>18th SLOT</b> 31/8-6/9 7 days	<b>19th SLOT</b> 7/9-13/9 7 days	<b>20th SLOT</b> 14/9-20/9 7 days	<b>21th SLOT</b> 21/9-27/9 7 days
<b>22th SLOT</b> 28/9-4/10 7 days	<b>23th SLOT</b> 5/10-11/10 7 days	<b>24th SLOT</b> 12/10-18/10 7 days	<b>25th SLOT</b> 19/10-25/10 7 days	<b>26th SLOT</b> 26/10-1/11 7 days		

Anything not mentioned in this document refers to the regulation of RE.EXPO, which will be available and public on the website shortly.

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# Welcome

RE-EXPO is not limited to just providing an exhibition space. **The price of the stand includes many services which other shows do not offer**, for example the pre-furnished stand, or the decorating service via the internet. Our mission is to welcome and "pamper" the exhibitors, giving them access to all they need to transform their journey into a real business opportunity, enjoying Milan during the time of EXPO 2015.

We want you have a satisfying and enjoyable experience! Whoever comes to RE-EXPO Milano Crocevia di Popoli will face a long trip. On arrival to find a stand already prepared that meets your specific requirements is just one example of the service that we offer you. As previously mentioned, the spaces of communication on the stands are modular and we will provide precise measurements. Simply send us the files with your logos and images, with which you wish to decorate your booth via the internet. Our staff of graphics and outfitters will do the rest. But there's more ...

Take a look at our services:

## SERVICES INCLUDED IN THE PRICE OF THE STAND

- Stand of 14 m2 or 28 m2
- Standard kitchen
- Send & Print Communication Service: including receiving, file managing in our format and quality verification of your digital communication materials via web to customize your stand (printing prices not included\*)
- Mounting and dismounting of the personalization materials of the stand
- Energy
- Wi-Fi
- A Day and Night security service shall operate
- Cleaning stand
- Warehouse
- P.R. and Communication (Print, TV, Radio, Social Networking)
- Mini-site visibility with your logo, info, contacts and photos produced on site RE-Expo
- Info Point
- Secretariat

## SERVICES ON REQUEST NOT INCLUDED IN THE PRICE OF STAND

- Transfer: shuttles Milan / Villa Scheibler
- Transfer: aeroporti- principal city and vice versa, and ad hoc routes (NCC, private cars)
- Apartments with B & B (management, reservations, check-in and check-out) ok management
- Daily cleaning of apartments
- Laundry Management
- Chef-at-home and food delivery
- Restaurants proposal, search and booking
- Corporate and private butler service (carrying out personal and corporate practices)
- Hostesses and stewards selection and management
- Security personnel management (values and documents security)
- Wine and food tours in Italy
- Guided tours in Milan on historic Fiat 500 cars
- Local events and guided tours in Milan
- Interpreting and Translation
- Document print service
- \*Print service for your communication materials
- Hosting on stand service
- Tour leaders
- Car Sharing reservation
- Meeting rooms renting for B2B

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# CULTURAL EVENTS IN VILLA

A full program of cultural events is provided at Villa Scheibler during the course of the six-month trade show. This will involve conferences, meetings, seminars, exhibitions, open workshops, literary events and shows. These events have strong appeal, and in addition to connote RE-EXPO, Milano Crocevia di Popoli as an innovation compared to traditional fairs, also takes the opportunity both to revive the neighborhood and the city refurbishing in terms of culture and interest for the arts and sciences, and to propose a different way of understanding the food trade. RE-EXPO is promoting not only the economic but also the traditional values of excellence and exchange between different cultures.



At the centre of any good food or every innovative idea in the field of sustainability of our ecosystem, there is always a background of culture and knowledge.



Sharing these values among nations and enterprises is the important goal RE-EXPO, Milano Crocevia di Popoli is focused on.

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# GOURMET WEEKS

In order to make a tangible and memorable experience of RE-EXPO, Milano Crocevia di Popoli, it was decided to propose to the visiting public not just a point of comfort, but the opportunity to taste the most delicious dishes of the culinary traditions from around the world. Thus was born the project RE-STaurant.

In this regard a dome will be present equipped for cooking ethnic dishes. A rotation every week will allow for proposed themed menus to be taken from the traditional fare of foreign countries and regions of Italy. There will be a week of South America, Asia Minor, Africa, but also those of Basilicata, Marche and so on for 26 weeks.



A team of international chefs shall manage and oversee the offer, cooked by the kitchen brigades of Hotel Schools of Milan, guaranteeing quality at affordable prices.



The structure of the dome restaurant can accommodate 160 seats, in addition to ensuring a take away service for the simplest dishes suitable for "finger food" consumption.

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# COMMUNICATION

The communication plan of the event will be strong and aimed to inform the greatest possible number of potential visitors and buyers and includes:

- **CAMPAIGN ON MUNICIPAL BILLBOARDS**, multi-subject and multi-lingual, focusing on the general public gathering in Milan during the EXPO 2015.
- **ADVERTISING SPOT and INTERVIEWS** on various **RADIOS** and **TV**, ensuring both commercial and public information.
- **ADVERTISING and RELEASES** in many **NEWSPAPERS** and **SPECIALIZED COMMERCIAL MAGAZINES**.
- **PUBLIC RELATIONS ACTIONS**
- **A ENTIRE SECTION** on the [www.re-expo.biz](http://www.re-expo.biz) website **DEDICATED TO EXHIBITORS** with customized microsites in order to highlight their products and to provide their contacts to buyers.
- **BANNERS** on the main **INSTITUTIONAL** and **COMMERCIAL SITES** of the interested sectors.
- Presence of **RE-EXPO** with main pages on the **SOCIAL NETWORKS**

4 maggio - 1 novembre • Parco di Villa Scheibler • Via Felice Orsini, 21 - Milano

Milano **RE-EXPO**  
MILANO, CROCEVIA DI POPOLI

**Cibi dal mondo,  
culture da gustare.**

Esposizioni, degustazioni, spettacoli, mostre, eventi.

Ogni settimana RE-EXPO si rinnova  
Cerca il programma su [www.re-expo.biz](http://www.re-expo.biz)

INGRESSO GRATUITO

promosso da **4 articolo** **RE WORK 3.0**  
con il patrocinio di Milano Comune di Milano Regione Lombardia



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# Contacts

To book a booth at RE-EXPO, MILANO CROCEVIA DI POPOLI  
To obtain information or business information related to advertising, press releases,  
and hospitality services, use the following contacts:

## **Giulio Trevisani**

**General Organization RE-EXPO**  
**giulio.trevisani@articoloquattro.org**  
**mobile phone: 346 4058527**

**Sales Management RE-EXPO**  
**contact@re-expo.biz**  
**mobile phone: 346 4058527**

## **Duccio Monnini**

**Communication & Marketing RE-EXPO**  
**duccio.moncini@articoloquattro.org**  
**mobile phone: 345 6578109**

## **Monica Meazza**

**Public Relations RE-EXPO**  
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**phone: 02 34934956**  
**mobile phone: 347 0053280**

## **Francesca Lembi**

**Press RE-EXPO**  
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**mobile phone: 335 6153593**

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