



BUYERS*

INTERNATIONAL BUYERS

Exhibitors at **SIA Guest 2017** may meet **foreign buyers** attending the show. Once they have provided a profile of themselves and from September 20TH, they can use the **online appointments diary**, located in the menu of the reserved area of the website, to view the profiles of buyers relevant to their business and ask them for an appointment on Thursday 12 or Friday 13 October 2017. Buyers will be able to do the same with exhibitors. Once an appointment has been requested, it will be provisionally booked for a maximum of 48 hours. The exhibitor may accept or refuse this appointment within this period. If no action is taken, the provisional booking will automatically expire at the end of this period. The same goes for buyers.

The diary may be printed before the show and the buyers' profiles will remain online for a week after the show.

THE APPOINTMENTS DIARY is reserved for exhibitors, is free of charge and is included in exhibition packages. Appointments diaries may not be sold without a stand.

NATIONAL BUYERS

A selection of Italian buyers for one-to-one meetings at the **WORK HOTEL DAY** workshop, subject to registration.



*The term buyers does NOT mean casual visitors to the show, but those selected by our office and invited to the show.

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**ITALIAN
EXHIBITION
GROUP**

A merger of
Rimini Fiera and Fiera di Vicenza

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WORK HOTEL DAY

This is the **workshop** that enables exhibitors at SIA Guest to meet Italian hotel chains and the most prestigious hotels at the show, with which they can negotiate supply and service contracts. The event is held in a dedicated and reserved area within one of the pavilions, where exhibitors will be able to take part in a **speed contact** (non-scheduled) event with the buyers present.

WHEN Friday 13 October 2017 • from 2.30pm to 5.30pm

Followed by an **APERITIF** with national and international buyers and trade specialists.

TRADE SPECIALIST

In the same area as the WORK HOTEL DAY, exhibitors may, if interested and subject to registration, draw on the advice of **Trade Marketers**, which, through one-to-one appointments, can guide them in marketing their products on the markets they represent. The advice also includes legal training within the context of sales.

WHEN Thursday 12 from 10.00am to 5.00pm and Friday 13 October from 10.00am to 12.30pm

The WORK HOTEL DAY and the meetings with TRADE SPECIALISTS are paid events reserved for exhibitors.

HOW MUCH DOES IT COST?

€ 70,00+VAT if confirmed by 14 September 2017,

€ 90,00+VAT if confirmed from 15 September 2017

THIS INCLUDES:

- Admission for one person to the WORK HOTEL DAY area on Friday, from 2.30pm to 5.30pm, for meetings with national buyers
- Admission for one person to the WORK HOTEL DAY area on Thursday 12 from 10.00am to 5.00pm and Friday 13 October 2017, from 10.00am to 12.30pm for meetings with trade specialists
- Aperitif for one person with national and international buyers and trade specialists on Friday, from 5.30pm to 6.30pm
- **Admission to the Work Hotel Day is reserved for all exhibitors and co-exhibitors published in the SIA Guest 2017 catalogue, who have registered by the stated deadlines**
- **There are no limits on the number of tickets that may be purchased, and exhibitors may therefore purchase several tickets**

THERE ARE VARIOUS OPPORTUNITIES FOR SPONSORSHIP AND TO PROMOTE VISIBILITY AT THE EVENT.

For more information, write to salessiaguest@iegexpo.it

BUYER'S WELCOME CEREMONY

Thursday, 12 October 2017. SIA Guest welcomes Italian and international buyers with an exclusive dinner. Exhibitors may also attend and use this dinner as a networking opportunity, to get to know the buyers in an informal yet elegant setting.

HOW MUCH DOES IT COST?

€ 50,00+VAT must be purchased by 30 September 2017

THIS INCLUDES: dinner for one person.

- **Attendance at the dinner is reserved for all exhibitors and co-exhibitors published in the SIA Guest 2017 catalogue, present at the WORK HOTEL DAY and who have registered by the stated deadlines**
- **There are no limits on the number of tickets that may be purchased, and exhibitors may therefore purchase several tickets**

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