



# SIA

## HOSPITALITY DESIGN

10<sup>th</sup>-12<sup>th</sup> October 2018, Rimini Expo Center, Italy, 67<sup>th</sup> Edition

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# BUYERS\*

## INTERNATIONAL BUYERS

Exhibitors at Sia Hospitality Design may meet **foreign buyers** attending the show. Once they have provided a profile of themselves and from September 18<sup>th</sup>, 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 during the Expo days. 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.

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## NATIONAL BUYERS

A selection of Italian buyers for meetings scheduled in advance through the online appointments diary and one-to-one meetings within the Work Hotel Day workshop, subject to registration.

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\*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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## SPONSORING AND VISIBILITY

### WORK HOTEL DAY

This workshop is dedicated to SIA exhibitors, and brings them together with Italian hotel chains and the most prestigious hotels present at the show to negotiate supply and service agreements. The event is held in a dedicated and reserved area within one of the pavilions. The meetings made through the online diary open in the morning, and buyers can meet exhibitors at their stands. In the afternoon, in the Buyers Business Lounge, exhibitors will have the chance to take part in a speed contact (not pre-scheduled) event with the buyers present.

**WHEN** Thursday 11<sup>th</sup> October 2018 - from 2.30 pm to 5.30 pm.

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 Specialist**, 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** Wednesday 10<sup>th</sup> October from 10.30 am to 5.30pm, Thursday 11<sup>th</sup> October from 10.30am to 1.00 pm and Friday 12<sup>th</sup> October from 10.30am to 1.00 pm.

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

#### HOW MUCH DOES IT COST?

€ 90,00+IVA if confirmed by 13<sup>th</sup> September 2018

€ 110,00+IVA if confirmed from 14<sup>th</sup> September 2018

#### THIS INCLUDES:

- Admission for one person to the WORK HOTEL DAY area on Thursday 11<sup>th</sup> October, from 2.30 pm to 5.30 pm, for meetings with national buyers
- Admission for one person to the WORK HOTEL DAY area on Wednesday 10<sup>th</sup> October from 10.30 am to 5.30pm, Thursday 11<sup>th</sup> October from 10.30am to 1.00 pm and Friday 12<sup>th</sup> October from 10.30am to 1.00 pm for meetings with trade specialists
- Aperitif for one person with national and international buyers and trade specialists on Thursday 11<sup>th</sup>, from 5.30 pm to 06.30 pm
- **Admission to the Work Hotel Day is reserved for all exhibitors and co-exhibitors published in the SIA Hospitality Design 2018 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 [sallessiaguest@iegexpo.it](mailto:sallessiaguest@iegexpo.it)

### BUYER'S WELCOME CEREMONY

Wednesday, 10<sup>th</sup> October 2018 SIA Hospitality Design 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+IVA must be purchased by 29<sup>th</sup> September 2018

#### THIS INCLUDES:

- Dinner for one person.
- **Attendance at the dinner is reserved for all exhibitors and co-exhibitors published in the SIA Hospitality Design 2018 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**

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

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