



EXHIBITOR'S GUIDE



13-17
OCTOBER
2023
fieramilano



FIERA MILANO

INDEX

- ✓ District Map
- ✓ Rules about setting up and dismantling
- ✓ Customer Service – location and references
- ✓ Official freight forwarder (Expotrans)
- ✓ Food and/or beverage offered in the stand
- ✓ Fiera ID
- ✓ Exhibitor portal – Main functions
- ✓ Balance due for the exhibition space
- ✓ Statement of account/exit of goods after the show closure
- ✓ Exhibitor passes
- ✓ Setting up and Dismantling passes
- ✓ Customer invitations
- ✓ Enable your contacts at the Exhibition
- ✓ Catalogue-Expo Plaza
- ✓ Expo Plaza
- ✓ How to get there
- ✓ How to get support
- ✓ Team
- ✓ Setting up / Dismantling
- ✓ Deadlines of HOST 2023

DISTRICT MAP



DATES:

13rd - 17th October 2023

ADDRESS:

Fiera Milano - S.S. del Sempione, 28 - 20017 Rho (MI) Italy

ENTRANCES:

**EAST GATE (Underground station Rho Fiera)
WEST GATE TIM - SOUTHGATE TIM**

EXHIBITOR OPENING TIMES:

08:00 - 19:00 All days

VISITOR OPENING TIMES:

TRADE OPERATORS 09:30 am - 06:30 pm - All days

EXHIBITORS CALL CENTER:

+39 0249976822

PAVILIONS:

1-3, 2-4, 5-7, 9-11, 14-18, 22-24

RULES ABOUT SETTING UP AND DISMANTLING



13-17
OCTOBER
2023
fieramilano

Halls 1-2-3-4-5-6-7-9-10-11-13-14-15-18-22-24
fieramilano, Rho

DAYS	OPENING HOURS of the halls		TYPE OF VEHICLE ALLOWED	ENTRANCE GATES
	from	to		
HALLS 1-2-3-4-5-6-7-10-13-14-15-18-22-24				
from Friday 6 to Saturday, October 7	7:30 AM	6:30 PM	all type	- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21" - CARGO 5 GPS + 45°31'14",+9°4'33.76" (open until 12 p.m)
ALL HALLS				
Sunday, October 8	7:30 AM	6:30 PM	all type	- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21" - CARGO 5 GPS + 45°31'14",+9°4'33.76" (open until 12 p.m)
from Monday 9 to Wednesday, October 11	7:30 AM	6:30 PM	all type	- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21" - CARGO 3 GPS: 45° 30' 59.198" +9° 4' 51.280" - CARGO 5 GPS + 45°31'14",+9°4'33.76" (open until 12 p.m)
Thursday, October 12	7:30 AM	2:00 PM		
PLEASE NOTE: On October 12th the assembly activities must be finished by 2:00 pm in order to allow Fiera Milano to carry out the very last operations for the exhibition preparation. Only exhibitors are allowed to stay inside their booth until 6 p.m.				

DISMANTLING	Tuesday, October 17	6:30 PM	7:30 PM	* hand parcels only	- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21"
		7:30 PM	12:00 AM	all types	
	from wednesday 18 to Thursday, October 19	7:30 AM	6:30 PM	all types	- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21" - CARGO 3 GPS: 45° 30' 59.198" +9° 4' 51.280" - CARGO 5 GPS + 45°31'14",+9°4'33.76" (open until 12 p.m)
	Friday, October 20	7:30 AM	6:30 PM		- PORTA SUD - PORTA EST (pedestrian) - CARGO 1 GPS + 45°31'22.67",+9°4'51.21" - CARGO 5 GPS + 45°31'14",+9°4'33.76" (open until 12 p.m)

NOTES:

FIERA MILANO reserves the right to direct all incoming cars in the parking area of Largo Nazioni.

*** From 7.00 pm some Fiera Milano activities are scheduled in order to begin the dismantling: fitted carpet removal and electricity motive power disengage in the booths.**

[Click here](#) for the days when it is forbidden circulation outside urban areas of the vehicles with a capacity exceeding 7,5 tons.

Please note that access to the exhibition center is subject to the pre-accreditation of the vehicles and people who will be involved in the set-up activities. The surveillance service will carry out random checks to verify the validity of the admission tickets and the correspondence with a valid identity document.

Unauthorized people and children under 15 years are not allowed to enter the exhibition areas where setting up and/or dismantling operations are in progress.

We inform you that starting from 10 March 2023, with the sole exception of the days when events are open to the public, the sale of alcohol and spirits from 07.00 to 18.00 is prohibited. Only the consumption of 33 cl beer or a glass of wine during the lunch break (12:00 - 14:00) is allowed.

ISSUE OF ACCESS PERMITS

- The pre-accreditation of personnel / vehicles and the printing of the relative access permits must be carried out exclusively in self-provisioning mode using all the operations already active on the reference IT platform;

- Access to the Logistics Desk, located close to Largo Nazioni, entrance from Cargo 1 and outside Cargo 5, can only take place in exceptional cases, to be agreed by telephone on 02.4997.6304 or by e-mail to logisticafiera@fieramilano.it.

For any further information relating to assembly and disassembly operations, technical details and provisions regarding movement within the exhibition centre, please refer to the Fiera Milano Technical Regulations, which can be consulted on the Fiera Milano website <https://exhibitors.fieramilano.it/> -> Technical documents -> link to the reference event.

In particular, it is recalled the obligation, for all subjects who work on behalf of the exhibitor, even under contract or subcontract, to provide their workers with the identification card referred to in articles 18, 21 and 26 of Legislative Decree 81/08.

TIME EXTENSION

As established by Fieramilano Technical Regulation Plan, any legitimate need for a limited extension of the times scheduled for set-up (excluding the day before the event) and take-down must be requested from Customer Service by filling out a special form. The request must be made by 4 pm on the day the extension refers to and Customer Service will give confirmation of authorisation no later than 5.45 pm on the same day. Upon the request, Customer Service will communicate the hourly flat rate fee to be paid to Fiera Milano to cover expenses. On the day before the event:

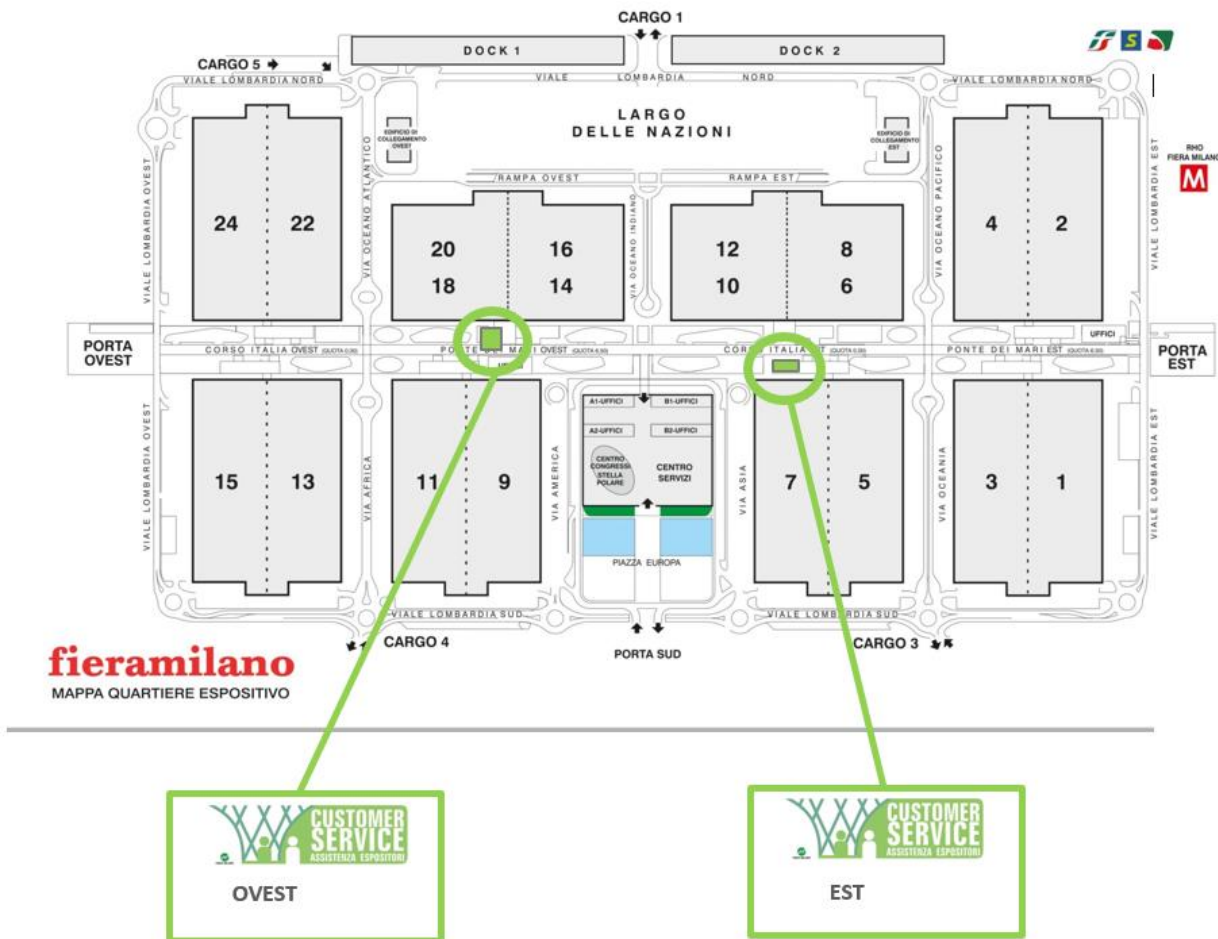
- it is forbidden to carry out stand fitting operations not previously authorised by the Organiser in accordance with Fiera Milano;

- extensions for set-up operations cannot be authorised beyond the scheduled closing time.

In the event of unauthorized permanence on the stand after closing time, Fiera Milano (Customer Service - Exhibitor Assistance, with the support of the Security Service) will apply a penalty of € 250 for each hour (or fraction thereof) permanence on the stand after the permitted time, without prejudice to compensation for damages.

CUSTOMER SERVICE

LOCATION AND REFERENCES



For information about the technical structures of the pavilions 1-3, 2-4, 5-7, 6-10, 9-11, 14-18, 22-24

CUSTOMER SERVICE EST - located in Corso Italia

PAVILLIONS 1-3, 2-4, 5-7, 6-10

Ph. : 02.4997.6822

e-mail: host@customerservice.fieramilano.it

CUSTOMER SERVICE OVEST - located in Corso Italia inside halls 5-7 reception

PAVILLIONS 9-11, 14-18, 22-24

Ph. : 02.4997.6822

e-mail: host@customerservice.fieramilano.it

OFFICIAL FREIGHT FORWARDER

EXPOTRANS SPA

Fiera Milano – Ingresso Cargo 1

Viale delle Ferrovie (GPS: 45° 31' 22.67", 9° 4' 51.21")

20017 Rho - Milan (Italy)

Tel. +39 02 92956098

Fax +39 02 45402024

E-mail: info.fieramilano@expotrans.net

The official forwarder will be available to provide information and clarification on forwarding and storing goods.

During the Exhibition and during the setting up and dismantling periods - depending on availability and pricing - a trolley hire and portage service will be provided by the Official Forwarder.

FOOD AND/OR BEVERAGE OFFERED IN THE STAND

Fiera Milano provides restaurant and catering services to exhibiting companies through the Exhibitor Portal in the dedicated section and/or by contacting:

- e-mail: ristorazione@fieramilano.it

- Ph. : 02.4997.7425/6365/7805

Exhibitors intending to offer food and/or beverages free of charge will find relevant instructions at the **Exhibitor Portal** - compulsory documents. For information on procedures and for issuing passes for external catering services Please contact **DOSLQ**:

- phone +39 02 49976892

- fax +39 02 49976168

- e-mail: accessi@fieramilano.it

Any company that owns a stand and independently provides catering services that are not provided directly by Fiera Milanomust comply with the contents of the Prime Minister's Decree of 17 May 2020 and subsequent amendments and additions, and abide by its provisions.

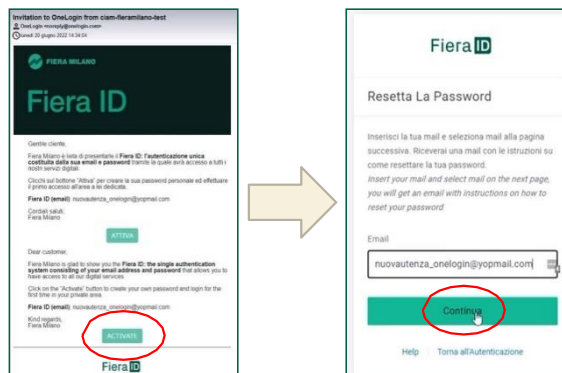
FIERA ID

To access the Exhibitor Portal, <https://espositore.fieramilano.it/en/>, it is necessary to use the FieraID, activated after registering for a Fiera Milano exhibition.

Follow these steps to set it up:

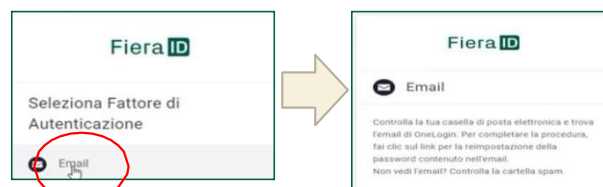
Step 1

You will receive an activation e-mail from. Click «Activate» to set the login credentials.



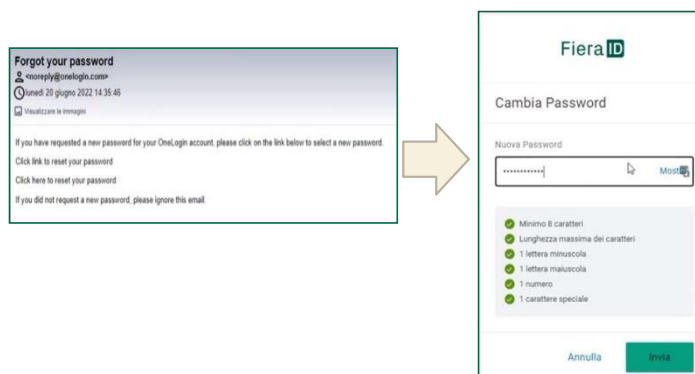
Step 2

After clicking on «Continue» you must select E-mail as the Authentication Factor and check your mailbox as indicated on the screen.



An email will arrive in your inbox, again from no-reply@onelogin.com that will invite you to click to reset your password.

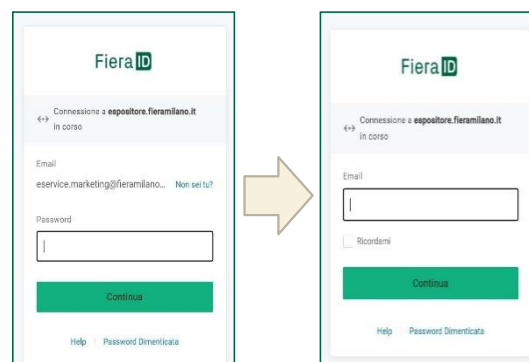
After clicking on the e-mail, from the web page, you will be able to choose your password.



Step 3

After setting a new password, you can connect to the portal (<https://espositore.fieramilano.it/en/>), using the previously chosen email and password.

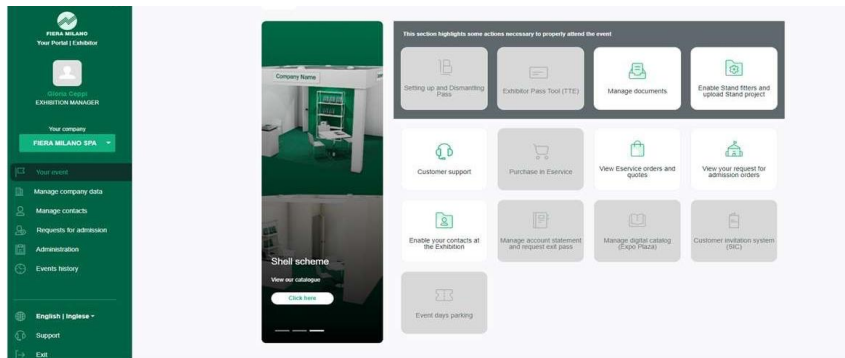
Within the portal, you will then be asked to accept the privacy and use policies, portal of the events to which you are registered, *read and scroll down the various mirrors until you see a green tick.*



If you don't have your Fiera ID yet, contact us immediately: help@fieramilano.it

EXHIBITOR PORTAL – MAIN FUNCTIONS

It is the unique access point for exhibitors of Fiera Milano accessible exclusively with Fiera ID through <https://espositore.fieramilano.it/en/>
It contains the links to all the services available for the event.



Setting up and Dismantling Pass (available only after the payment of the balance of the exhibition space and of the registration fees)

- Temporary personal and vehicle access passes for building up and dismantling days

Exhibitor Pass Tool (TTE) (available only after the payment of the balance of the exhibition space and of the registration fees)

- Exhibitor passes

Manage documents

- To consult mandatory documents and accept them if necessary
- To consult and download the documentation related to the event, like: notification of the booth, technical regulations, setting up and dismantling rules, exhibitor guide

Enable Stands fitters and upload Stand project

- Register your fitter
- Upload the Stand project

Customer support

- Open a support ticket

Purchase in Eservice

- Purchase services of your interest in the e-commerce store
- Purchase additional exhibitor cards
- View the summary of orders

View your request for admission orders

- View the order confirmed in the application form

Enable your contacts at the Exhibition

- Enable their colleagues to view the Exhibitor Portal
- Reset and resend the login password to your colleagues

Manage account statement and request exit pass

- To view the account statement
- To download the Exit pass required to leave the fairground

Manage digital catalogue (Expo Plaza)

- Fill in your catalogue data
- Access in the Expo Plaza platform, where you can upload your content
- Fill in your category items

Customer invitation system (SIC)

- Send the invitations to their customers

Event days parking

- Download the car park, after purchasing and confirming it in the e-service cart

BALANCE DUE FOR THE EXHIBITION SPACE

The balance due for the exhibition space must be paid **BEFORE 16th JUNE 2023**. Stand fitting out will not be permitted (see Art. 16 of HostMilano 2023 General Rules and Regulations), if the payment has not been made yet.

STATEMENT OF ACCOUNT/EXIT OF GOODS AFTER THE SHOW CLOSURE

During the Exhibition, Fiera Milano will recap all the invoices issued for services and additional supplies in the statement of account, as well as other charges. Eventual disputes about the charges must be forwarded within the end of the Exhibition; after this deadline they will not be accepted.

The statement of account will not be delivered in each stand but **it is going to be loaded on the Exhibitor Portal**. The payment can be done by wire transfer, directly in the private area e-service by credit card. To exit with goods and materials from the fair, exhibitors must show the exhibitors' badges, which will be validated for the exit after the statement of account is paid.

EXHIBITOR PASSES

After the official stand assignment, the button "Exhibitor Pass Tool" in the Exhibitor Portal, which allows the exhibitor to manage online the passes, will be active. Each exhibitor has to register a name for each badge and print the relative pdf to access the exhibition.

First Name	Last Name	Registered on	Easy Service
ALESSANDRA	ALESSANDRA	01/07/2021	Active
ATELA	SONCINI	01/07/2021	Active

The system shows the number of cards still to be registered and the total number of assigned passes. Recap of the number of cards already assigned and generated. To view and download the registered pass, click on the "Print" button.

To register the passes, click "+ Assign new pass" button for each pass, enter name, surname and then click "save".

We remind you that the issue of the Exhibitor passes is subject to payment of the balance of the exhibition space and of the registration fees.

Assign a new pass

Compile all required fields and click on save

First Name:

Last Name:

SETTING UP / DISMANTLING PASSES

Manifestazione: event

Nome Azienda: Galleria RT

Nazione: ITALIA

Coordinate: p. 12 - Stand L23

Nome Contatti:

Email: ema@fermil.it

Pre-accredito online degli automezzi e delle persone

Benessere, procedi alla scelta dei tuoi abbonamenti e alla registrazione di mezzi e persone per l'accesso in fiera.

Dispositivi per le operazioni di montaggio e smontaggio

Accessi e stabilità al Quartiere

Accrediti Montaggio e Smontaggio

In this card, you can proceed with the registration of vehicles and people to access to the exhibition.

CUSTOMER INVITATIONS

To order customer invitations, it is essential to send the completed, stamped and signed Form 4 to:

FIERA MILANO S.p.A. – HostMilano – e-mail to: host@fieramilano.it

This card can be found in the Exhibitor Portal in the "Manage Documents" card, "Important Documents" section.

Inviting your clients is simple. How it works:

1. Exhibitors will be able to manage invitations (to be ordered via form 4) in the exhibitor's reserved area at the SIC section located on the homepage



Customer Invitations System (SIC)

2. The exhibitor sends via online procedure the invitation codes assigned to its customers
3. The customer receives the e-mail containing the invitation code and the registration procedure
4. The customer, once the registration process is completed, will receive an e-mail with PDF to print and bring to the event for direct entry

CUSTOMER INVITATIONS WILL BE BILLED BASED ON QUANTITY ORDERED (minimum order quantity is 20 customer invitations).

The administration of Fiera Milano will issue an invoice for the total order, and payment must be made upon receipt of the invoice.

ENABLE YOUR CONTACTS AT THE EXHIBITION

In this section, you can enable your colleagues to enter in the Exhibitor Portal.

You can also reset and send them the FieraID to allow the access and you can delete a contact.



Event contacts

Event contact roles

In this section you can create and enable your contacts to access the Portal to allow them to manage a specific subscription.

Furthermore, by clicking on the menu relating to each contact, you can use the **Reset Password** function, available only for those who have made at least the first access to the portal.

+ Create new contact

NAME	EMAIL
[REDACTED]	@fieramilano.it
[REDACTED]	@gmail.com

...
Delete contact from event
Reset password

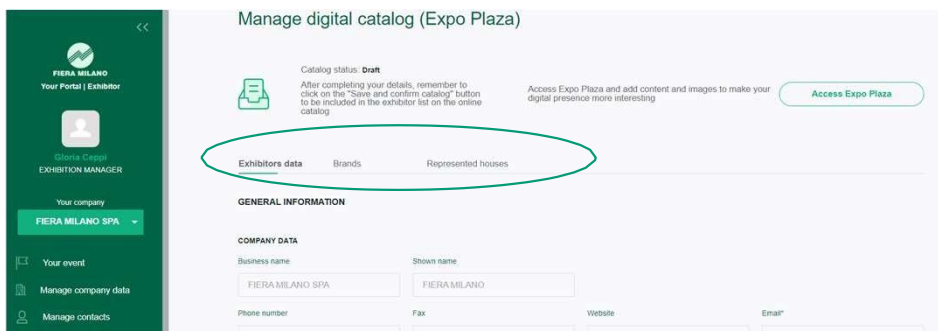
CATALOGUE- EXPO PLAZA

UPDATE YOUR DETAILS

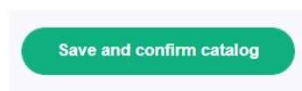
To grant the visibility on Expo Plaza and to be found by visitors, the exhibitor must click and fill in:

- Company logo
- Description in Italian and English
- Link to social media
- Product categories

For Brands and Represented houses is the same process.



After completing your details, remember to click on the "Save and confirm catalog" button to be included in the exhibitor list on the online catalogue.



Once you have completed the minimum set of catalogue information, log in to the Expo Plaza channel to add content to your presentation.

Click on the top right button of the Expo Plaza section (catalogue)



UPLOAD CONTENT IN EXPO PLAZA

It's easy and intuitive.

You can add text, images, videos, links with a simple "copy/paste" from any page of your website, from a text or from You Tube or Vimeo.

If you need it, you will find on our easy-to-use platform all the instructions to better upload your own content (technical manual): expoplaza-support.fieramilano.it

EXPO PLAZA

The elements in **green** can be loaded by the exhibitor directly from Expo Plaza

Customizable

Click on the highlighted icon (top right) to change the cover image of the 1440x540 px

Company logo

Company description

Special Areas

Products

Stories

Events

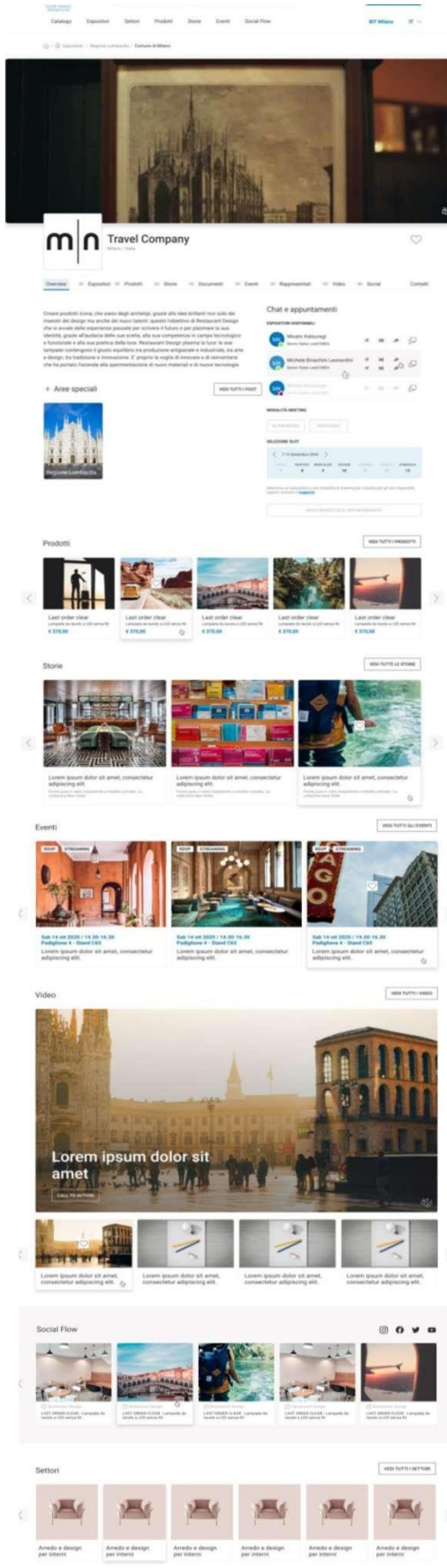
Video Youtube

Please make sure that your YouTube channel is among the catalogue data on the Exhibitor Portal

Social Flow from Facebook and Twitter

Please make sure that your social media profiles are included in the catalogue data on the Exhibitor Portal

Activity details



HOW TO GET THERE

Fiera Milano is easily reachable from the city and from any Italian and international location thanks to the excellent network of land and air connections that Milan enjoys. Choose how you want to reach the trade fair and read the related information.

By Metro

Underground ATM Red Line M1 – Rho-Fieramilano

For more information: <https://www.atm.it/en/Pages/default.aspx>

By Car

Motorway: A50 Tangenziale Ovest / A4 Venezia, A8 - Varese, A9 Como (Fiera Milano, Pero-Fiera Milano exits).

Do you want to book a daily parking space in Fieramilano-Rho?

<https://fieremilano.apcoa.it/en/>

By Train

High-speed/Regional/Fast Regional/Trenord S5/S6/S11 – Rho Fiera Station.

For information:

<https://www.trenord.it/en/>

<https://www.trenitalia.com/en.html>

<https://www.italotreno.it/en>

By Taxi

It is possible to reserve a taxi by calling one of the following numbers:

+39 02.8585

+39 02.6969

+39 02.4040

+39 02.4000

+39 02.5353

HOW TO GET SUPPORT

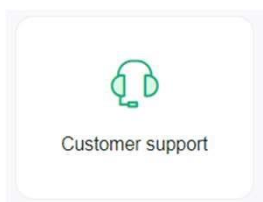
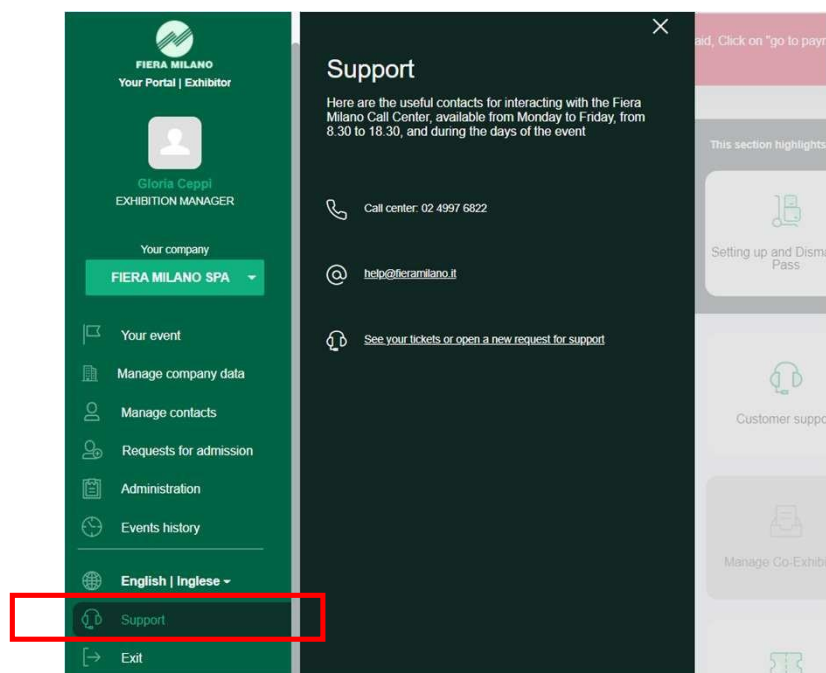
To request support, press the service button in the sidebar. Inside you will find:

Support contacts:

- Email (help@fieramilano.it)
- Call Center phone (**02.4997.6822**)



Page with updated instruction manuals



Alternatively, you can open a help ticket by clicking on the card **"Customer Support"** in the homepage

TEAM

GROUP OWNED EXHIBITIONS DIRECTOR

Simona Greco

FOOD SERVICE EQUIPMENT

INTERNATIONAL

Francesca Cavallo

Ph. +39 02 4997.6611

E-mail: francesca.cavallo@fieramilano.it

Chiara Lezziero

Ph. +39 02 4997.6309

E-mail: chiara.lezziero@fieramilano.it

Ludovica Carboni

Ph. +39 02 4997.6640

E-mail: ludovica.carboni@fieramilano.it

ITALY

Sara Pinto

Ph. +39 02 4997.6601

E-mail: sara.pinto@fieramilano.it

Stefano Trentin

Ph. +39 02 4997.6642

E-mail: stefano.trentin@fieramilano.it

BAKERY- PIZZA - PASTA

ITALY/ INTERNATIONAL

Arianna Carini

Ph. +39 02 4997.6831

E-mail: arianna.carini@fieramilano.it

Ludovica Carboni

Ph. +39 02 4997.6640

E-mail: ludovica.carboni@fieramilano.it

GELATO - BAKERY

ITALY

Sara Pinto

Ph. +39 02 4997.6601

E-mail: sara.pinto@fieramilano.it

Stefano Trentin

Ph. +39 02 4997.6642

E-mail: stefano.trentin@fieramilano.it

INTERNATIONAL

Chiara Lezziero

Ph. +39 02 4997.6309

E-mail: chiara.lezziero@fieramilano.it

COFFEE -TEA

ITALY / INTERNATIONAL

Sara Corallo

Ph. +39 02 4997.6616

E-mail: sara.corallo@fieramilano.it

Francesca Cavallo

Ph. +39 02 4997.6611

E-mail: francesca.cavallo@fieramilano.it

Francesca Cucchi

Ph. +39 02 4997.6738

E-mail: francesca.cucchi@fieramilano.it

BAR – COFFEE MACHINES – VENDING -

BEVERAGE

ITALY

Sara Corallo

Ph. +39 02 4997.6616

E-mail: sara.corallo@fieramilano.it

Francesca Cavallo

Ph. +39 02 4997.6611

E-mail: francesca.cavallo@fieramilano.it

INTERNATIONAL

Sara Corallo

Ph. +39 02 4997.6616

E-mail: sara.corallo@fieramilano.it

Francesca Cavallo

Ph. +39 02 4997.6611

E-mail: francesca.cavallo@fieramilano.it

Francesca Cucchi

Ph. +39 02 4997.6738

E-mail: francesca.cucchi@fieramilano.it

TABLEWARE
ITALY/INTERNATIONAL

Arianna Carini

Ph. +39 02 4997.6831

E-mail: arianna.carini@fieramilano.it

Ludovica Carboni

Ph. +39 02 4997.6640

E-mail: ludovica.carboni@fieramilano.it

FURNITURE - TECHNOLOGY
ITALY

Sara Corallo

Ph. +39 02 4997.6616

E-mail: sara.corallo@fieramilano.it

Sara Pinto

Ph. +39 02 4997.6601

E-mail: sara.pinto@fieramilano.it

Francesca Cucchi

Ph. +39 02 4997.6738

E-mail: francesca.cucchi@fieramilano.it

INTERNATIONAL

Sara Corallo

Ph. +39 02 4997.6616

E-mail: sara.corallo@fieramilano.it

MARKETING DEPARTMENT

field.mkt@fieramilano.it

BUYER OFFICE

buyer.host@fieramilano.it

VARIOUS CONTACT

Hangers services - ufficioappendimenti@fieramilano.it

Prefabricated booths sale – allinclusivestand@fieramilano.it

Personalised stand fitting – allestimenti.personalizzati@fieramilano.it

Customer care - host@fieramilano.it



DEADLINES

WITHIN MAY 31st 2023	UPLOADING OF THE STAND PROJECT IN THE E-SERVICE (see Art. 19.1 of HostMilano 2023 General Rules and Regulations)
WITHIN JUNE 16th 2023	BALANCE DUE FOR THE EXHIBITION SPACE (see Art. 16 of HostMilano 2023 General Rules and Regulations)
WITHIN JUNE 20th 2023	CATALOGUE DEADLINE Last deadline to load in your private area the products details. Please be informed that if you do not load your products details your company profile will be incomplete on the on/offline catalogue. The catalogue will include the exhibitors and trademarks details who applied before June 20 2023 ; after this date the publication on the catalogue is not granted. (see Art. 12 of HostMilano 2023 General Rules and Regulations)
WITHIN JUNE 20th 2023	SUBMIT FORM 2 "TRADEMARK REGISTRATION" To register for the event trademarks (see Art. 10 of HostMilano 2023 General Rules and Regulations)
SEPTEMBER 8th 2023	TECHNICAL SERVICES DEADLINE Deadline to order technical services on e-service . After this deadline, except sold out, the services will be delivered after the scheduled request. (see Art. 19.3 of HostMilano 2023 General Rules and Regulations)
OCTOBER 6th-7th 2023	BEGINNING BOOTHS SETTING UP FOR HALLS 1-2-3-4-5-6-7-10-13-14-15-18-22-24 (NO PAVILLIONS 9-11)
OCTOBER 8th-12nd 2023	BEGINNING BOOTHS SETTING UP FOR HALLS 1-2-3-4-5-6-7-10-13-14-15-18-22-24
OCTOBER 12nd 2023	DEADLINE FOR SETTING UP The pavilions will close at 2:00 pm - compulsory exit.
OCTOBER 12nd 2023	DEADLINE TO ORDER ADDITIONAL EXHIBITORS BADGES WITH FEE
OCTOBER 13rd 2023	EXHIBITION OPENING DAY <ul style="list-style-type: none">• visitors: from 9.30 a.m. to 6.30 p.m.• exhibitors: from 8.00 a.m. to 7.00 p.m.
BEFORE OCTOBER 17th 2023	DOWN PAYMENT OF THE STATEMENT OF ACCOUNT (see Art. 17 of HostMilano 2023 General Rules and Regulations)
OCTOBER 17th 2023	EXHIBITION CLOSING DAY AT 6:30 p.m. Dismantling from 6:30 to 7.30 p.m. hand parcels only, from 7:30 p.m. to 00:00 a.m. all types
18th-19th-20th OCTOBER 2023	DISMANTLING