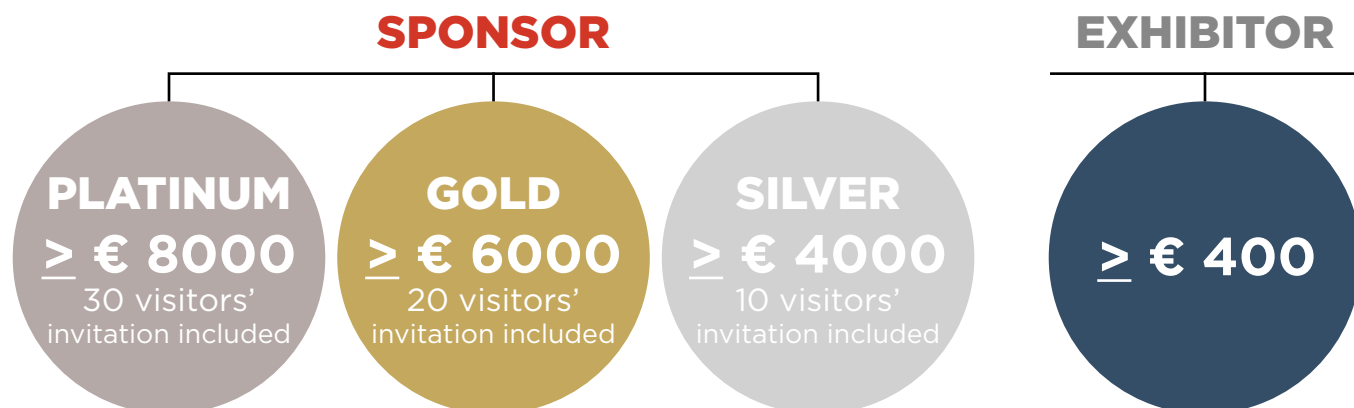


# 13 14 20 21 OCTOBER FORUM **PULIRE** 2020 DIGITAL EVENT

Formula: sponsors can build a customized package by choosing single products from the below list. (A-B).  
The chart shows the threshold for each level and can be exceeded investing in extra visibility.



## LIST OF PRODUCTS AVAILABLE TO SPONSORS

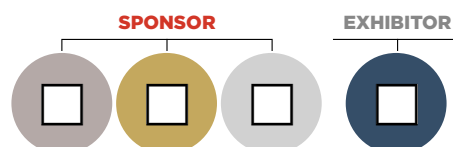
AREA	PRODUCTS	INVESTMENT	QUANTITY
A	1) Speaker's speech sponsorship	€ 3000	<input type="checkbox"/>
A	2) Case study: 15 min sponsor's speech	€ 4000	<input type="checkbox"/>
A	3) Advertising slot (6 repetitions)	€ 3000	<input type="checkbox"/>
A	4) Advertising slot (24 repetitions)	€ 8000	<input type="checkbox"/>
A	5) Banner ads	€ 400	<input type="checkbox"/>
B	6) Logo in the Exhibition Area	included	
	7) Corporate visibility	included	

## LIST OF PRODUCTS AVAILABLE TO EXHIBITORS

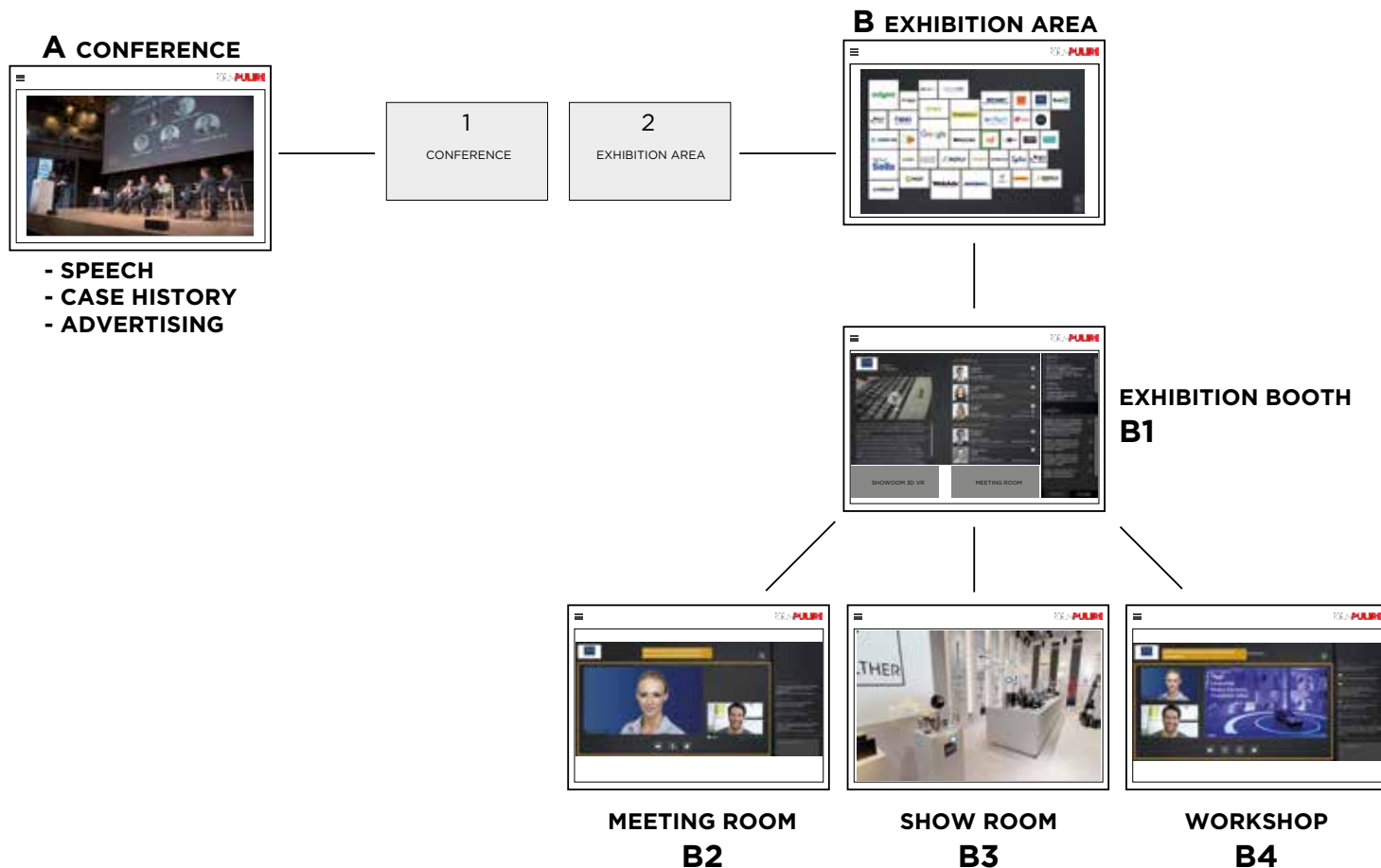
AREA	PRODUCTS	INVESTMENT	QUANTITY
B	8) Logo on exhibitors' floorplan in the Exhibition Area	included	
B1	9) Exhibition Booth	€ 400	<input type="checkbox"/>
B2	10) Meeting Room	€ 250 first one;	<input type="checkbox"/>
B2	10.1) Additional Meeting Room	€ 150	<input type="checkbox"/>
B3	11) Show Room 3D	€ 600 nr. 10 tags included;	<input type="checkbox"/>
B3	11.1) Additional tag	€ 15 from the 11 <sup>th</sup> tag	<input type="checkbox"/>
B4	12) Workshop	€ 1300	<input type="checkbox"/>

note: Back-end, Data Analytics, File Show Room 3D (if bought) available

THE TOTAL OBTAINED REVEALS THE SPONSORSHIP LEVEL



## DESCRIPTIVE DIAGRAM



## PRODUCTS DESCRIPTION

- 1) Opening videoclip 15" + Customized Skin Banner, Closing sponsor's mentioning.
- 2) 15 min broadcasted in the "extra forum program" after the plenary (key note speakers') session
- 3) Slot between a speaker's speech and the next one Videoclip 10" #6 repetitions
- 4) Slot between a speaker's speech and the next one Videoclip 10" #24 repetitions
- 5) Displayed during a speaker's speech. Pop-up banner 5 repetitions or slider banner for 5". (ISSA PULIRE VERONA 2021's exhibitors will be granted a videoclip (10") to be displayed on the Maxi Ledwall at the exhibition center).
- 6) Alphabetical order, dimension of the logo according to the investment
- 7) Adv campaign and direct emails: sponsor's logo, Website: visibility on the sponsor page, Registration mail for Visitors tickets: sponsor logo
- 8) Addressed to all current ISSA PULIRE VERONA 2021 exhibitors'- alphabetical order, dimension of the logo according to the investment. Logo with link to the exhibition booth upon activation. Not linked otherwise.
- 9) Accessible via link from the logo in the Exhibition Area. The Exhibition booth contains company profile, video, Live chat addressed to the exhibitor's staff, Insight (technical specs, products specifications, podcast)
- 10) One to One video meeting visitor-exhibitor.
- 11) Virtual tour of a physical show room based in the exhibitor's company cost include up to 100m<sup>2</sup>, more than 100m<sup>2</sup> 3D detection will be quoted separately (cost of travel expenses for the 3D detection not included)
- 12) Workshop: Q&A session via chat + Speaker Dashboard (max 1000 participants) not during the plenary (key note speakers') sessions.

## APPLICATION FOR SPONSORSHIP

By signing and sending the Application for Sponsorship, the undersigned company applies for admission in the event **"FORUM PULIRE 2020 DIGITAL EVENT"**, based on the conditions here mentioned and on the following General Terms & Conditions, which are therefore considered accepted in their entirety.

### APPLICANT COMPANY DATA

Company name: _____			
*Trade name: _____			
VAT NO. _____		Tax no. _____	
Street address: _____			no. _____
City: _____	Zip: _____	Province: _____	
Tel no. _____		Fax: _____	
Corporate email: _____			
Website: _____			
<i>*Please state the name you would like to appear in all event-related communications (list of exhibitors/sponsors, etc.)</i>			

### COMPANY CONTACT

<b>Event Contact</b>	
First name, Last name: _____	
Job title: _____	Department: _____
Direct phone line: _____	Mobile phone: _____
Personal email: _____	

### INVOICING DATA (if different from above)

Invoice to be made out to: _____			
VAT No: _____		Tax no: _____	
Street address: _____			no. _____
City: _____	Post code: _____	Province: _____	

### COMPANY BUSINESS

<input type="checkbox"/> <b>Manufacturer</b>	<input type="checkbox"/> <b>Distributor</b>	<input type="checkbox"/> <b>Cleaning / Services Contractors</b>	<input type="checkbox"/> <b>Other</b>
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### GENERAL TERMS AND CONDITIONS

The following clauses govern the contractual relationship established between Issa Pulire Network S.r.l. (henceforth also "IPN") and the Sponsor, the Sponsor being the party that has sent an order form to IPN requesting digital advertising services as indicated in the form itself.

#### 1. Completion of contract, object and payment

- 1.1 The contract shall be considered concluded between the parties upon receipt by the Sponsor of a confirmation from IPN of the order, which shall conform to the offer as laid out in the order form.
- 1.2 The object of the contract is the delivery by IPN of the advertising services as indicated in the order form during Forum Pulire 2020, a digital event (henceforth also the "Event"). IPN shall be free to determine the technical and graphic particulars, including the size of the banners, on the basis of the technical demands and requirements of the Event.
- 1.3 To enable IPN to perform the services as per contract, the Sponsor shall provide IPN with the logos, graphics and technical information that IPN requests within the period indicated for this purpose.
- 1.4 Upon performance of the aforementioned advertising services, the Sponsor shall pay IPN the fee for each selected service within the time limits and in the manner specified in the order form. To cover the costs of travel that may be necessary to provide the services, IPN shall receive a payment corresponding to the final billing statement included with the order confirmation.

#### 2. Late payment

- 2.1 If payment of the fee or even a single instalment of the fee (if arrangements have been made to divide it into instalments) is late, then, in accordance with the special laws on late payments in commercial transactions, IPN shall be entitled to receive default interest and shall also be released from the obligation to perform the services until full payment of the amount due, inclusive of principal and interest, has been made.
- 2.2 If the payment default continues until the start of the Event, then, pursuant to article 1456 of the Italian Civil Code, IPN shall have the right to terminate the contract and the Sponsor shall be liable for a penalty payment equal to the fee for the service. The penalty payment may be reduced by an amount corresponding to the value of any part of the fee that the Sponsor has already paid in the meantime.
- 2.3 In no circumstances may the Sponsor take legal action or advance claims until the amount due has been paid in full.

#### 3. Right of withdrawal

- 3.1 The Sponsor has the right to withdraw from the contract by written notice sent by registered letter with receipt of delivery to IPN at the address: Via Felice Casati 32, 20124, Milano, Italy. The withdrawal

shall take effect from the moment IPN receives the written notice.

- 3.2 If IPN receives the written notice of withdrawal by 30 August 2020, the Sponsor shall be bound to pay IPN a fine equal to 30% of the total amount due, reduced by whatever amount, if any, the Sponsor has already paid in the meantime.
- 3.3 If IPN receives the written notice of withdrawal after 30 August 2020, the Sponsor shall be bound to pay IPN a fine equal to the full amount due, reduced by whatever amount, if any, the Sponsor has already paid in the meantime.

#### 4. Trademark ownership, distinctive signs and intellectual property rights in general

- 4.1 The Sponsor shall guarantee that it is the rightful owner of the logos, brands and distinctive signs in general, as well as of all industrial property rights that it provides to IPN for the purpose of performing the services provided for by contract. The Sponsor shall hold IPN safe and harmless from costs of any kind, including costs that have not become definitive, that are payable to third parties as a result of violations of industrial property rights or that are in any way connected with the services to which the contract refers.

#### 5. Limitation of liability and force majeure

- 5.1 IPN shall not be liable for any breach of contract caused by willful misconduct or gross negligence.
- 5.2 If the Event cannot be held on the agreed date or cannot be held at all as a result of an order issued by the authorities, a natural calamity, or technical issues that are unforeseeable or in any case independent of the will of IPN and beyond its capacity to rectify, the contract, which is to be understood as being decisively subordinated to the occurrence of the aforementioned circumstances, shall be considered terminated by law, and the Sponsor shall have the right to recoup any payments made, but shall not have the right to advance any further claims.

#### 6. Governing law and jurisdiction

- 6.1 The contract shall be governed by Italian law.
- 6.2 The Court of Milan shall have exclusive competence for any disputes arising from the contract, including any issues relating to its validity.

#### SPECIFIC APPROVAL

Pursuant to and for the purposes of articles 1341 and 1342 of the Italian Civil Code, by ticking the box below the undersigned Sponsor specifically approves clauses 2.1 (suspension of services in the event of late payment), 2.3 (solve et repete), 5 (limitations of liability and force majeure) and 6 (jurisdiction).

By ticking the box,

I specifically approve the above clauses

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Signature and Company stamp