

FORUM Agenti

The Exhibition for the Search of Commercial Agents



PRESENTATION

FORUM AGENTI IS...

«The Exhibition where supply and demand of sales representative meet each other»



JOB INTERVIEWS FOR THE RECRUITMENT OF COMMERCIAL AGENTS

- thousands agents and hundreds companies meet each other in the same location at one time
- to the companies, it means meeting targeted and experienced candidates
- to the agents, it means meeting italian and foreign companies looking for new representatives
- the selection of candidates is immediate thanks to the job interviews happening directly on-site between companies and agents
- companies can optimize the recruitment process
- agents can optimize the time for searching new sales job opportunities



FREE CONSULTING

- one to one consulting by the Enasarco Foundation
- one to one consulting in tax and legal matters by Agent321



AUTOMOTIVE MANUFACTURERS

- test drive straight at the exhibition centre
- special offers for commercial agents and self-employed
- fleet vehicles special offers for companies
- long term car rental special offers



CONFERENCES, LABS AND WORKSHOPS

- information and up-to-date workshops on legal and tax topics
- training and motivational mini workshops
- conferences held by trade associations
- conferences held by automotive manufacturers and participating companies
- workshops organized by italian and foreign organizations



agent321

agente per il vostro
dal 2008

agent321.com

Agentit

Everything

D

Cervical

MCM

genti

agent321

agent321

ADVERTISING CAMPAIGNS

«A communication project able to guarantee a growing number of visitors to the Participating and Sponsors Companies»

Radio Spot

The Radio Campaign was the Forum Agenti first choice in order to build visibility in the media. The tam-tam of the brand started in the beginning of 2012 on Radio24; this radio was selected because of its target audiences (Commercial Agents, companies, professionals...) exactly corresponding to the Participants of the Agents' Search Fair, both exhibitors and visitors. From 2014, the broadcasting went on the Radio Stations of RAI (Italy's national public broadcasting company) Radio1 and Radio2.



TV Spot

In 2014, Forum Agenti brought on TV its brand for the first time. Initially, the Fair for the Search of Commercial Agents was launched on the Mediaset Channels (Canale 5, Italia 1 and R101). Then, it was immediately broadcasted by the Sky Channels (channel 100 Sky Tg24) and Rai (Rai Uno, Rai Tre and Rai News24).



National and Local Press

The advertising planning on the press ensures an excellent and wide coverage, both local and national. The selected targets are the most esteemed and sold newspapers in Italy. Regarding to the national newspapers, there are *Repubblica* (insert "Affari&Finanza"), *Il Sole 24 Ore*, *Il Giornale*, *Liberio*, *MF*, *Milano Finanza* and *Italia Oggi*.

Among the periodicals, Forum Agenti chose only the magazines that focus on Commercial Agents, freelancers and self-employed most generally. You can find the brand of Forum Agenti on *Class*, *Capital*, *Patrimoni* and *Ferramenta2000Magazine*.



ALL EDITIONS

«From 2013 to date, ten editions allowed Companies to meet new Commercial Agents»

I

edition

Forum Agenti Rome

10-12 May 2013

93 participating companies
1,500 sq.m. exhibition space

II

edition

Forum Agenti Milan

29-30 November 2013

169 participating companies
7,500 sq.m. exhibition space

III

edition

Forum Agenti Naples

14-15 March 2014

72 participating companies
2,800 sq.m. exhibition space

IV

edition

Forum Agenti Rome

9-10 May 2014

57 participating companies
1,900 sq.m. exhibition space

V

edition

Forum Agenti Milan

28-29 November 2014

407 participating companies
12,500 sq.m. exhibition space

VI

edition

Forum Agenti Naples

13-14 March 2015

67 participating companies
2,800 sq.m. exhibition space

VII

edition

Forum Agenti Verona

5-6 June 2015

149 participating companies
3,400 sq.m. exhibition space

VIII

edition

Forum Agenti Milan

26-27-28 November 2015

414 participating companies
14,000 sq.m. exhibition space

IX

edition

Forum Agenti Verona

28-29-30 April 2016

211 participating companies
8,174 sq.m. exhibition space

SPONSORS & PARTNERS



LEASYS



Mercedes-Benz



PEUGEOT



OAM organismo degli agenti e dei mediatori

SKODA



altaroCCA wine resort



OFFICIAL RADIO

Radio 4

LIBERA LA VOGLIA DI FARE

FONDAZIONE ITS
PER LE NUOVE TECNOLOGIE
PER IL MADE IN ITALY



RENAULT
Passion for life

OFFICIAL RAIL CARRIER

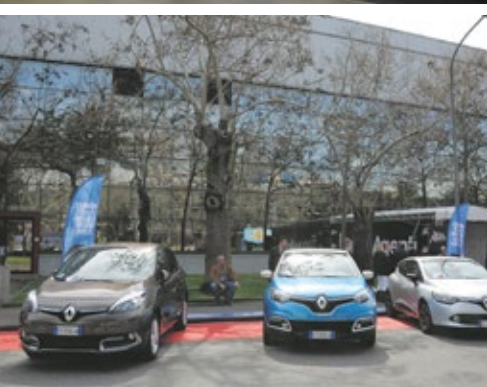
soluzione agenti

WIND
Più vicini.

Largo Consumo

SimplyBIZ

TRENITALIA
GRUPPO FERROVIE DELLO STATO ITALIANE



IX
edition

Forum Agenti Milan

24-25-26 November 2016

- 3,516** Commercial Agents, Sales Representative Agencies & Distributors (unique visitors)
- 357** Exhibiting Companies for Agents Recruiting **45** of which Foreign Companies: Belgium, Croatia, Germany, England, The Netherlands, Poland, Portugal, Czech Republic, San Marino, Slovenia, Spain, Switzerland, Tunis, United States, Hungary.
- 460** Participating Companies as visitors
- 1,677** Funzionari Aziendali & Commerciali
- 15,000** Square Meters Exhibition Space
- 05** Halls for Training Courses & Conferences
- 01** Live Radio Theatre
- 01** Exhibition "Museum of the Sales"
- 59** Seminars, Training Courses and Workshops
- 10** Presentations about Investment Opportunities in: Belgium, Croatia, Czech Republic, England, Hungary, Poland, Slovakia, Slovenia, Spain, Tunisia
- 445** Legal, Tax and Social Security Consulting
- 8,950** Job Interviews
- 05** Commercial Agents' Associations
- 14** Foreign Delegations, Chamber of Commerce and Governmental Organizations
- 07** Automobile Manufactureres & Test Drive

SPONSORS & PARTNERS



STAND 3x2

Floor area: 6 sq.m.



Including:

- 1 Desk
- 4 Chairs
- 1 Graphics on Panel
Printing and installation of the graphic design (90CMx90CM) with the company logo
- Electrical Outlet
- Lighting

ALL INCLUSIVE



fitted carpet



1 desk



4 chairs



graphics



electrical outlet



lighting

ON DEMAND

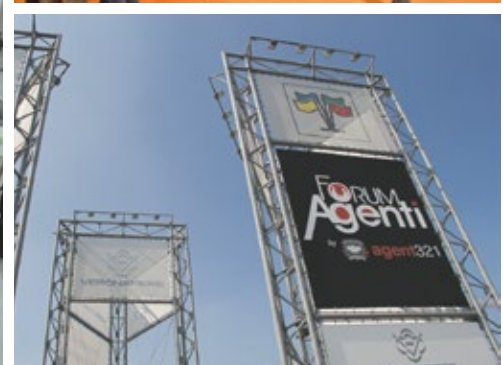


extra graphics

MORE VISIBILITY TO YOUR PARTICIPATION

- The publication of the company profile and its sales agent Job offer on the official catalogue of the exhibition
- The realization of a web page dedicated to the Company on the website www.forumagenti.it
- Newsletters sent to the entire database of commercial agents (390,000 registered Commercial Agents)
- The publication of the company logo in the Forum Agenti pages on the most important national newspapers





STAND 4x3

Floor area: 12 sq.m.



Including:

- 1 Desk
- 4 Chairs
- 2 Graphics on Panel
Printing and installation of the graphic design (90CMx90CM) with the company logo
- Electrical Outlet
- Lighting

ALL INCLUSIVE



stand



fitted carpet



1 desk



4 chairs



graphics



electrical outlet



lighting

ON DEMAND



extra graphics



extra furniture

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