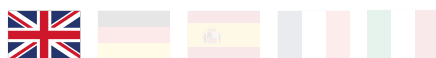


# FORUM Agenti

*The Exhibition for the Search of Commercial Agents*

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## PRESENTATION

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# 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



# 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*, *Liberò*, *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



Mercedes-Benz



SKODA



OFFICIAL RADIO

**Radio 4**

LIBERA LA VOGLIA DI FARE

FONDAZIONE ITS  
PER LE NUOVE TECNOLOGIE  
PER IL MADE IN ITALY

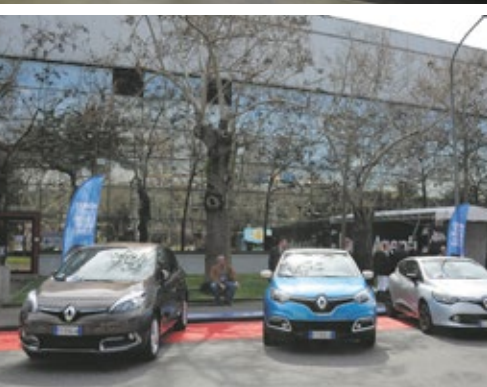
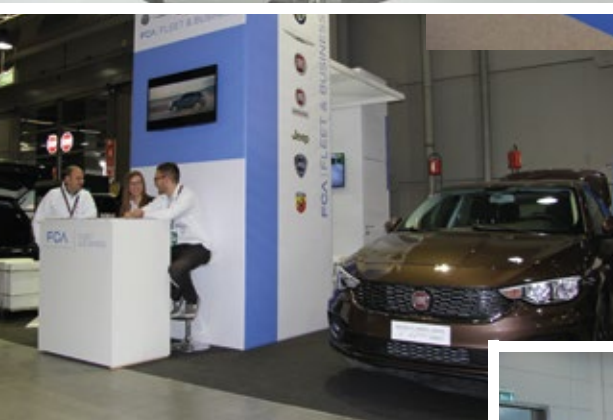


RENAULT  
Passion for life

OFFICIAL RAIL CARRIER







**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



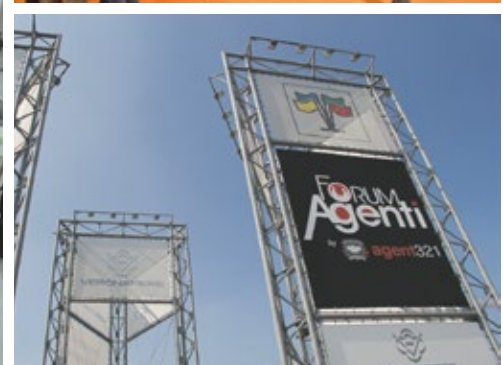
extra graphics

### MORE VISIBILITY TO YOUR PARTICIPATION

- The publication of the participation of the Company in the Official Guide of Forum Agenti that will be distributed to the attending Agents
- The realization of a web page dedicated to the Company on the website [www.forumagenti.it](http://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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