



THE FAIR OF THE SALES AGENT JOBS INTERVIEWS

*Forum Agenti is the Exhibition where supply and demand
of sales representatives meet each other*



FORUM AGENTI IS...

JOB INTERVIEWS FOR THE RECRUITMENT OF COMMERCIAL AGENTS

Thousands of Agents looking for latest sales job opportunities and hundreds of companies looking for new sales agents meet in the same location, at the same time.

Participating in Forum Agenti means:

- for the companies: meeting targeted and experienced candidates.
- for commercial agents: meeting italian and foreign companies looking for sales representatives.

Advantages of participating in Forum Agenti:

- immediate recruitment thanks to the on-site interview between principals and commercial agents.
- optimization of the recruitment times, for the companies.
- optimization of the sales jobs search strategy, for the agents.



FORUM AGENTI IS...



FREE CONSULTING

Upon request, Agents can benefit from several consulting services free of charge:

- *one to one* consulting in social security matters, thanks to the valuable cooperation of the Enasarco Foundation.
- *one to one* consulting in tax and legal matters by Agent321.

Furthermore, a help desk for those willing to become commercial agents will be available. The wannabe commercial agents will have the chance to inform themselves about costs, advantages and formal aspects of this career. Above all, they will have the opportunity to discuss about it with commercial agents in flesh and blood.





FORUM AGENTI IS...

AUTOMOTIVE MANUFACTURERS

For commercial agents, these «wonderer» sales professionals, their car is a work tool and can be considered like a real office.

Each edition of Forum Agenti is sponsored by many automobile manufacturers. Their presence allows agents to test brand new models, having a drive test in the exhibition centre... so to choose between a new car or a long-term rental. Sponsors offer dedicated offers to Commercial Agents and anyone being an independent professional.

Exhibiting and visiting Companies can discover the special conditions for corporate fleet.



FORUM AGENTI IS...



CONFERENCES, LABS AND WORKSHOPS

All stakeholders cannot miss Forum Agenti. The event offers many opportunities to update, measure oneself and discuss main topics related to the career of Commercial Agent:

- 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.



ALL EDITIONS

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

1

EDITION

Forum Agenti Rome

10-12 May 2013

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

7

EDITION

Forum Agenti Verona

5-6 June 2015

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

2

EDITION

Forum Agenti Milan

29-30 November 2013

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

8

EDITION

Forum Agenti Milan

26-27-28 November 2015

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

3

EDITION

Forum Agenti Naples

14-15 March 2014

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

9

EDITION

Forum Agenti Verona

28-29-30 April 2016

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

4

EDITION

Forum Agenti Rome

9-10 May 2014

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

10

EDITION

Forum Agenti Milan

24-25-26 November 2016

357 participating companies
15,000 sq.m. exhibition space

5

EDITION

Forum Agenti Milan

28-29 November 2014

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

11

EDITION

Forum Agenti Rome

25-26-27 May 2017

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

6

EDITION

Forum Agenti Naples

13-14 March 2015

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







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

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*, *Libero*, *MF*, *Milano Finanza* and *Italia Oggi*.

Among the periodicals, Forum Agenti chose only the magazines that focus on Commercial Agents, freelances and self-employed most generally. You can find the brand of Forum Agenti on *Class*, *Capital*, *Patrimoni* and *Ferramenta2000* Magazine.



SPONSORS & PARTNERS

From 2013 to date ...



OFFICIAL RADIO



OFFICIAL RAIL CARRIER



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

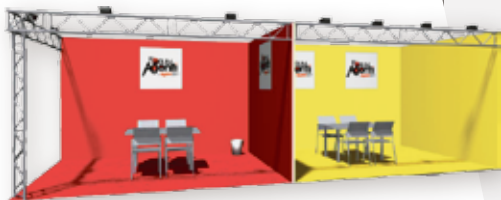
MORE VISIBILITY TO YOUR PARTICIPATION

- 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
- 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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