



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 it with commercial agents in flesh and blood.





FORUM AGENTI IS...

AUTOMOTIVE MANUFACTURERS

For commercial agents, these «wanderer» sales professionals, their car is a work tool and can be considered as 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 driving test in the exhibition centre so to choose between a new car or a long-term rental. Sponsors offer dedicated promotions to Commercial Agents and anyone being an independent professional.

Exhibiting and visiting Companies can discover the special conditions for the 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

12

EDITION

Forum Agenti Milan

23-25 November 2017

247 participating companies

11,000 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 to build visibility in the media. The brand's tam-tam started on Radio24 at the beginning of 2012. This radio was selected because of its target audiences (Commercial Agents, companies, professionals): it corresponds exactly to the Participants Profiles of the Agents' Search Fair, both exhibitors and visitors. Since 2014, the broadcasting has been going 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 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 most generally focus on Commercial Agents, freelancers and self-employed. You can find the brand of Forum Agenti in *Class*, *Capital*, *Patrimoni* and *Ferramenta2000* Magazine.



SPONSORS & PARTNERS

From 2013 to date ...



OFFICIAL RADIO



OFFICIAL RAIL CARRIER



6 sq. m. STAND

 Chosen by the 97% of the Exhibitors

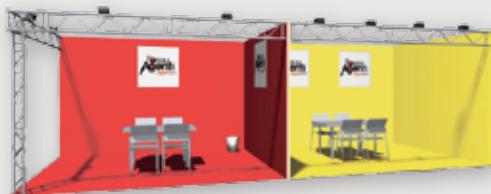


The 6 sq. m. Space Stand formula includes:

Floor area	6 sq. m. (3x2)
Writing table	1
Chairs	4
Graphics with the company logo	1
Electrical outlet	standard
Lighting	✓
Official Guide	✓
Dedicated web page	✓
Promotional Newsletter	✓
Advertising on paper	✓
Warehouse service	✓
Access to the Company Area	✓
Extra Graphics	on demand

12 sq. m. STAND

 Chosen by the 3% of the Exhibitors



The 12 sq. m. Space Stand formula includes:

Floor area	12 sq. m. (4x3)
Writing table	1
Chairs	4
Graphics with the company logo	2
Electrical outlet	dedicated
Lighting	✓
Official Guide	✓
Dedicated web page	✓
Promotional Newsletter	✓
Advertising on paper	✓
Warehouse service	✓
Access to the Company Area	✓
Extra Graphics	on demand
Extra Furniture	on demand

THE PARTICIPATION INCLUDES

EXHIBITION SPACE

The participation includes: walls - in the 12 sq. m. Space Stand - fitted carpet, furnishing, lighting, graphics, electrical outlet (3KW). Forum Agenti will take care of the set-up and of a first cleaning service. Possible graphic personalizations are to be agreed with the Organizational Secretary.

OFFICIAL GUIDE

Publication of the Company's Details in the Official Guide that will be distributed for free to all Commercial Agents joining the exhibition.

ADVERTISING

We promote the participation of the exhibiting companies in Forum Agenti through advertising operations on the most important economic, national newspapers (Il Sole24Ore, Italia Oggi, Libero...).

WAREHOUSE SERVICE

Inside the Pavilion, a Storage Unit in the Warehouse will allow you to keep small items, catalogs, samples, marketing materials.

GRAPHICS

The standard graphics provided in the participation includes the printing and the set-up of one or two panels (it depends on the floor area) made in forex, 90CMx90CM with the company color logo.

WEB PAGE

Realization and Publishing of a web page dedicated to the Company and its sales job offer on ForumAgenti.IT

NEWSLETTER

E-mail marketing actions, addressed to the entire database of commercial agents (over 290,000 sales professionals), to promote the exhibiting companies' sales job offers.

ACCESS TO THE VIP COMPANY AREA

Forum Agenti put at the disposal of the Exhibiting Companies a relax area where the Staff would be pleased to offer you a coffee, a snack or a glass of wine.