



INTERNATIONAL
BUILDING EXHIBITION

Bologna, 27th-30th October 2010



New web services to improve your business opportunities

PREVIEW SAIE is a new section of the SAIE website offering a preview of the products, services and projects that companies will be unveiling at SAIE 2010. Three different options are available:

A PREVIEW WEB

- Company data and link to the company internet site as in the catalogue preview normally published in August
- Product sheets (up to a maximum of 3) featuring technical information, case studies and products that will be exhibited at the exhibition
- Press release on the company's initiatives/projects/products relating to SAIE.

B PREVIEW WEB PREMIUM

- Solution A) "Preview Web"
- Presentation of a new product at SAIE will be indicated automatically by the presence of the "SAIE NEW PRODUCT" logo
- Rotating banner on Preview Page until October
- Forum in the plaza* 20 minutes in the Hall Plaza

C COMMUNICATION WEB PREMIUM

- Solution (A) and (B) Preview Web and Preview Web Premium
- E-mailing** 500 codes for on-line tickets

The company's presence in SAIE Preview will be advertised by:

- news/space in the Saie newsletter which is sent out every 2 weeks from April to October to the SAIE mailing list of 220,000 addresses
- rotating banner on SAIE Preview page
- News and presence on the SAIE Preview page and in some Saie and Edilio newsletters

* **Forum in the plaza:** each exhibitor company will have 20 minutes to present new products or significant case studies in the exhibition hall plazas. Applications will be open from May onwards to allow time to put together the programme and communication.

** **E-mailing:** each company will have 500 codes to distribute to its customers by e-mail. The codes sent by you by e-mail will give your customers access to the SAIE website and to the on-line ticketing page. After registering, your customer will be able to print out the free entrance ticket to SAIE. At the end of the show a report will be produced providing the names of customers who have used your invitation.

Preview SAIE 2010 order form

After viewing the featured proposals, the company _____ wishes to use the following SAIE Preview service:

A	PREVIEW WEB:	special offer SAIE 2010	Euro 400,00	<input type="checkbox"/>
B	PREVIEW WEB PREMIUM:	special offer SAIE 2010	Euro 800,00	<input type="checkbox"/>
C	COMMUNICATION WEB PREMIUM:	special offer SAIE 2010	Euro 1.500,00 plus VAT 20%	<input type="checkbox"/>

SUBMISSION OF MECHANICALS

TECHNICAL INFORMATION on data submission:

- Files must be in .PDF format and must not exceed a size of 8 MB.
- The filename may consist solely of non-accented letters and not numbers. Other types of characters including punctuation and spaces are not permitted.
- The inserted date serves for sorting (most recent at top) and is not displayed on the site.
- You must state at least one language in which you wish to publish your document. Publication of a bilingual document is preferable.
- It is possible to delete a previously submitted file if you want to make changes. Simply delete the previous file and load the new file.

Banner size is 195x150 px.

N.B. The service will start up four days after submission of the signed form and the mechanicals

METHODS OF PAYMENT

1 Bank transfer to account of BolognaFiere SAIE at UniCredit Banca d'Impresa Bologna RIVA RENO – ABI: 03226 CAB: 02401 CIN: P - c/c 000030028375 IBAN: IT 39 P 03226 02401 000030028375 - Bic Swift: UNCRIT2VBOY (transfer statement to be enclosed with the order)

Or:

2 Credit card Amex Eurocard/MasterCard Visa

Card no. Expires / Signature _____

BILLING DETAILS

Last and first names _____

Company _____

Address line 1 _____

Address line 2 _____

VAT registration no. _____

By signing this order form, the signatory authorises BolognaFiere S.p.A. to process personal data on his behalf in accordance with the notice on protection of personal data pursuant to art. 13 of Legislative Decree no. 196/2003

STAMP AND SIGNATURE OF LEGAL REPRESENTATIVE

Date _____

Please, return by fax to +39 051 6374013