



**NOVEMBER 30TH / DECEMBER 1ST**  
FORTEZZA DA BASSO  
FLORENCE

PARTNERSHIP BOOK

# 2016

All the following partnerships  
can be activated individually or jointly

## BTO 2016 PARTNER CLUB OF EXHIBITORS

CODE	TYPE OF SERVICE OFFERED	COST
A1.1	<p><b>STANDARD Exhibition Area BTO2016:</b> dedicated to companies, 16 m2 wide, with basic equipment and fittings, Wi-Fi coverage and power sockets.</p> <p>Also included:</p> <ul style="list-style-type: none"><li>• 4 credit entries for staff</li><li>• 4 guest invitations</li><li>• 4 lunch vouchers for November 30th 2016</li><li>• 4 lunch vouchers for December 1st 2016</li><li>• Registration on <a href="http://www.buytourisonline.com">www.buytourisonline.com</a> in the specific section, with brand name and short description of the company</li><li>• Personal discount code to buy other tickets</li><li>• compulsory insurance</li></ul>	<b>5.500,00€ + VAT.</b>
A1.2	<p><b>SILVER Exhibition Area BTO2016:</b> dedicated to companies, 25 m2 wide, with carpet, 2 graphitized desks, 2 chairs, 3 pouffes, 1 couch, 3 graphitized and backlit panels, office area bound by 1 desk and 4 chairs. With Wi-Fi coverage and power sockets.</p> <p>Also included:</p> <ul style="list-style-type: none"><li>• 8 credit entries + 8 lunch vouchers November 30th 2016</li><li>• 8 credit entries + 8 lunch vouchers December 1st 2016</li><li>• Registration on <a href="http://www.buytourisonline.com">www.buytourisonline.com</a> in the specific section with brand name and short description of the company</li><li>• Personal discount code to buy other tickets</li><li>• compulsory insurance</li></ul>	<b>7.000,00€ + VAT.</b>

# 2016

## BTO 2016 PARTNER CLUB OF EXHIBITORS

CODE	TYPE OF SERVICE OFFERED	COST
A1.3	<p><b>GOLD Exhibition Area BTO2016:</b> dedicated to companies, 40 m2 wide, with carpet and furniture options according to specifications, 5 graphitized backlit panels, office area bound by 1 desk and 4 chairs. With Wi-Fi coverage and power sockets.</p> <p>Also included:</p> <ul style="list-style-type: none"><li>• 16 credit entries + 16 lunch vouchers for November 30th 2016</li><li>• 16 credit entries + 16 lunch vouchers for December 1st 2016</li><li>• Registration on <a href="http://www.buytourisonline.com">www.buytourisonline.com</a> in the specific section with brand name and short description of the company</li><li>• Personal discount code to buy other tickets</li><li>• compulsory insurance</li></ul>	12.000,00€ + VAT.
B1	<p><b>Events Organization Area and Cloakroom Area BTO2016:</b> It is possible to customize your stall and registration area, as well as the cloakroom area itself and the cloakroom tokens for storing clothes and objects.</p>	4.500,00€ + VAT.
C1	<p><b>Stairs:</b> It is possible to customize the entrance hall leading to the first floor: the installation was designed ad hoc for the brand. Concept development inspired by the company mission in order to promote the brand.</p>	starting from 6.000,00€ + VAT.  up to 9.000,00€ + VAT.
D1	<p><b>Lunch Area:</b> It is possible to customize the BTO2016 lunch area with 6 round 300 cm structures with a diameter of 120 cm, internally illuminated and branded showing the logo of the sponsor company + 24 banners in voile of 100x285cm and branded showing the logo of the sponsor company.</p>	5.500,00€ + VAT.
E1	<p><b>Business Lunch:</b> private lounge offering an exclusive catering service with stand-up buffet for 20 people.</p>	2.200€ + VAT. per day

# 2016

## BTO 2016 PARTNER CLUB OF EXHIBITORS

CODE	TYPE OF SERVICE OFFERED	COST
F1.1	<b>Flyer distribution within the BTO2016 exhibit area:</b> Hostesses (max. 2) will be provided by the sponsor company in order to cover the entire exhibit area of the BTO2016 – except the focus hall and the main hall. Schedule at the time of your preference, between 9AM to 1PM or 2PM to 6PM.	<b>1.500€ + VAT.</b> per day
F1.2	<b>Flyer distribution within the BTO2016 exhibit area:</b> in the focus hall (flyers on each chair, 100 chairs for each room)	<b>1.000€ + VAT.</b> per day
F1.3	<b>Flyer distribution within the BTO2016 exhibit area:</b> in the main hall (flyers on each chair, 300 total chairs)	<b>1.000€ + VAT.</b> per day

# 2016

## BTO 2016 SCIENTIFIC AREA PARTNER

CODE	TYPE OF SERVICE OFFERED	COST
<b>A2* GOLD</b>	<p><b>Branding Hall: a BTO2016 hall will be dedicated to branding</b></p> <ul style="list-style-type: none"><li>• the whole stall placed in front of the entrance of a focus hall of BTO2016 will be customized: suspended structure lined in graphitized PVC. Dimensions of the stall 11x3 m (approx. 33 m<sup>2</sup>)</li><li>• customized chairs in the focus hall: 100 white chairs with the sponsor company logo</li><li>• sponsor company flyers will be distributed amongst the chairs in the same focus hall</li><li>• room named after the sponsor company as indicated in the program and documents related to BTO2016</li></ul> <p><i>*All options indicated to be reviewed by the Head of Events Organization</i></p>	<b>7.500,00€ + VAT.</b>
<b>A2* SILVER</b>	<p><b>Branding Hall: a BTO2016 hall will be dedicated to branding</b></p> <ul style="list-style-type: none"><li>• the stall placed in front of the entrance of a BTO2016 focus hall will be entirely customized: suspended structure lined in graphitized PVC. Dimensions of the stall 11x3 m (approx. 33 m<sup>2</sup>)</li><li>• sponsor company flyers will be distributed amongst the chairs in the same focus hall</li></ul> <p><i>*All options indicated to be reviewed by the Head of Events Organization</i></p>	<b>6.000,00€ + VAT.</b>
<b>A2* BRONZE</b>	<p><b>Branding Hall: a BTO2016 hall will be dedicated to branding</b></p> <ul style="list-style-type: none"><li>• the stall placed in front of the entrance of a BTO2016 focus hall will be entirely customized: suspended structure lined in graphitized PVC. Dimensions of the stall 11x3 m (approx. 33 m<sup>2</sup>)</li><li>• sponsor company flyers will be distributed amongst the chairs in the same focus hall</li></ul> <p><i>*All options indicated to be reviewed by the Head of Events Organization</i></p>	<b>2.500,00€ + VAT.</b>

# 2016

## BTO 2016 SCIENTIFIC AREA PARTNER

CODE	TYPE OF SERVICE OFFERED	COST
B2	<b>Product Presentation:</b> it is possible to add 50 minutes of Product Presentation to the program of BTO2016, allowing the company to promote its services. The Scientific Committee requests that interventions be as informative and as comprehensive as possible.	3.000,00€ + VAT.
B2.2	<b>Product Presentation, with the requirements indicated in point B2, including audio and videos:</b> the session will be recorded, and the video in HD format will be supplied to the company holding the panel from 14 dd to 20 dd following the conclusion of the event. The video will be copyright free and its commercial use is allowed. The video will also be distributed through BTO2016 channels.	3.500,00€ + VAT.
C2	<b>Video projection on the screens of the BTO2016 focus halls:</b> a promotional video (supplied by the sponsor company, in HD format) will be projected in a BTO2016 focus hall; it will be screened during program breaks in the focus hall and at the beginning / end of the event on both days.	1.500,00€ + VAT.
D2	<b>BTO2016 Program:</b> possibility to customize the program of BTO2016 Congress with your sponsor's brand (3000 pcs)	2.500,00€ + VAT.

# 2016

## BTO 2016 PRODUCT PARTNERSHIP

CODE	TYPE OF SERVICE OFFERED	COST
A3	<b>Sponsorship Info-Point:</b> areas of major interest within the exhibition, where you can stop to have a look at the BTO2016 program.	<b>1.500,00€ + VAT.</b> for each Info Point
B3	<b>Sponsorship Notice Board:</b> with an advertising banner in PVC placed in specific points where visitors may stop while visiting the event.	<b>1.500,00€ + VAT.</b>
B3.3	<b>Sponsorship Notice Board:</b> with an advertising banner in PVC placed in specific points where visitors may stop while visiting the exhibition, customized bistrot table and stool included	<b>2.500,00€ + VAT.</b>
C3	<b>Mineral Water:</b> 0.50 ml mineral water bottles customized with your logo and the logo of BTO2016 and distributed during the event.	<b>1.900,00€ + VAT.</b> for 1500 pcs
		<b>3.600,00€ + VAT.</b> for 3000 pcs
D3	<b>Bathrooms:</b> customized bathrooms with mirror effects. 18 customized mirrors, 1 for each bathroom (12 in the Spadolini pavilion, 4 in the Spadolini pavilion, 2 in the Cavaniglia pavilion) and 18 customized doors. The theme of this installation is the history of the portrait and the selfie.	<b>5000,00€ + VAT.</b>

# 2016

## BTO 2016 PRESS PARTNERSHIP

CODE	TYPE OF SERVICE OFFERED	COST
A5	<b>Press Office branding and Press Area:</b> the above-mentioned areas will be customized and will show the company logo and the press folder of the sponsor will be distributed to all journalists participating in the event.	4.000,00€ + VAT.
B5	<b>Private Press Conference:</b> customized invitations to all journalists (time and day to be agreed upon with the BTO Press Office according to the events' schedule)	2.000,00€ + VAT.
C5	<b>BTO NEWS:</b> purchase an advertising space in the BTO NEWS magazine to be distributed to all participants during the event on both days of the BTO2016. There will be two different editions, one for Day one and another for Day two.	starting from 900,00€ + VAT.
D5	<b>BTO2016 Newsletter:</b> brand showed in newsletter footer	500,00€ + VAT.
E5	<b>Power bank (power 2.600 mAh):</b> customize with the logo you supplied to the press office at the event (400 pcs)	3.500,00€ + VAT.
F5	<b>Notebook:</b> customize with the logo you supplied to the press office at the event (400 pcs)	1.500,00€ + VAT.



# BTO 2016 | NOVEMBER 30TH / DECEMBER 1ST FORTEZZA DA BASSO FLORENCE

PARTNER ISTITUZIONALI / INSTITUTIONAL PARTNERS



PRODUZIONE / PRODUCTION



MEDIA PARTNER

[intoscana.it](http://intoscana.it)

DIREZIONE SCIENTIFICA

