

FORUM AGENTI

The Exhibition of the Commercial Agents

“...where Principals meet their
New Commercial Agents...”

WHAT IS FORUM AGENTI?

THE BENEFITS OF FORUM AGENTI

THE EXTRA SERVICES OF FORUM AGENTI

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with the participation of:



WHAT IS FORUM AGENTI?



Forum Agenti Mediterranean 2015

Forum Agenti:
The Exhibition where supply and demand of sales representative meet each other

Created by the international organization **Agent321**, Forum Agenti is the only Exhibition in the world that is entirely dedicated to the Search and the Recruitment of Commercial Agents. It is **one-of-a-kind event** and, by now, enormously successful. During two days of job interviews, commercial agents can be appointed with a mandate by principals looking for new commercial agents.

The **originality** of the exhibition lies in the fast selection of candidates: the on-site meeting between principals and agents speed up the recruitment time. Furthermore, it is a real opportunity to start a new professional partnership.



The Czech Trade Area inside Forum Agenti Milan 2014

Thanks to the consolidated cooperation with several **Embassies** and **Consulates**, Forum Agenti welcomes many foreign principals willing to find commercial agents for distributing their products in Italy.

The past editions of Forum Agenti witnessed the participation of numerous international companies from the following countries: Slovenia, Poland, Germany, Austria, Egypt, France, Spain, Switzerland and Indonesia.

Forum Agenti *step by step*

How does Forum Agenti concretely work?

For the principal

- the principal reserves the exhibition space
- the staff of Forum Agenti contacts the principal to define the details of the publishing (logo, catalogue, text of the advertisement, etc.)
- the staff of Forum Agenti informs the agents about the exhibition and about which companies will participate in
- the agents come to the fair centre and have a job interview with the companies they are interested in

For the agents

The exhibition entrance is free for the commercial agents. They only need to accredit themselves in advance on the website www.forumagenti.it/en (at the section «Free Entrance Request») or directly at the Reception, during the exhibition days.

Forum Agenti Milan 2014



THE BENEFITS OF FORUM AGENTI



Forum Agenti Training Course

“ 25.803 Commercial Agents and 1.014 Companies chose to participate in the 7 editions of Forum Agenti ”

- Scheduling the job interviews during the two days of the exhibition
- Meeting well-targeted candidates
- The multi-location of Forum Agenti meets the logistic needs of principals and agents (Milan, Verona, Rome, Naples...)
- Taking advantage of the experience and the contacts of Agent321 concerning the commercial agents
- A well-structured media plan (digital advertising, newspapers, tv, radio, direct mail, the exhibition catalog...) in order to give the maximum visibility to the participating companies
- « All inclusive » formula (equipment of the exhibition space, graphic personalization, reception for the agents, reception for the companies, interviews scheduling service...)
- Free consulting for commercial agents (social security by Enasarco Foundation, tax, legal, contractual, national and international consulting).

Advertising Campaigns...

Since its first edition in Rome, on May 2013, Forum Agenti has been working in a communication project able to guarantee a growing number of visitors to the Participating and Sponsors Companies. The number of visitors has been growing with the growing visibility of the brand.

Since the beginning of the 2014, the advertising campaign has becoming more well-structured: now Forum Agenti appears on more newspapers, more radio channels and landed on TV.



THE EXTRA SERVICES OF FORUM AGENTI

In addition to job interviews, Forum Agenti makes several **free services** available to commercial agents:



Forum Agenti Mediterraneo 2014



Consulting

Legal and Contractual Consulting
Tax Consulting
International Consulting

Social Security Consulting
by Enasarco Foundation

Conferences and Workshops



Professionals in law and social security, trainers and representatives of trade associations of Commercial Agents, have an important part in the completion of the exhibition that is so far recognized by all the stakeholders as the most important for drawing comparisons and acquiring up-to-date information.

Certification for Agents



Agenti.IT certification guarantees some required qualities for a Commercial Agent such as expertise, professionalism and moral integrity. This certification is a surplus value for both agents and principals.

Radio Broadcasting



Radio24, the Radio Channel of the economic Italian newspaper «il Sole24Ore» is Official Partner of Forum Agenti. Some of its programs are broadcasted live from the Exhibition.

Test Drive



The most important vehicle manufacturers are some of the sponsors of the exhibition. They make test drive and special offers available to the visitors of Forum Agenti. Mercedes, Volkswagen, Renault, Dacia and Seat have already participated.

Promotional Activities



At the Fair, visitors can benefit from some special offers and plans. Wind and Be1 (Vodafone) have already participated.

THE EDITIONS OF FORUM AGENTI

• Forum Agenti Milan 2013

Statistics & Numbers

6,721	Commercial Agents, Sales Representative Agencies & Distributors
169	Exhibiting Companies
411	Companies participating as Visitors
7,500	Square Metres of Exhibition Space
3	Theatres
19	Seminars, Training Courses and Workshops
8	Live Radio Programs (Radio 24)
812	Free Consulting (Legal, Social Security and Tax)

• Forum Agenti Mediterranean 2014

Statistics & Numbers

2,910	Commercial Agents, Sales Representative Agencies & Distributors
72	Exhibiting Companies
203	Companies participating as Visitors
2,800	Square Metres of Exhibition Space
2	Theatres
13	Seminars, Training Courses and Workshops
2	Live Radio Programs (Radio 24)
335	Free Consulting (Legal, Social Security and Tax)

• Forum Agenti Rome 2014

Statistics & Numbers

1,703	Commercial Agents, Sales Representative Agencies & Distributors
57	Exhibiting Companies
274	Companies participating as Visitors
1,900	Square Metres of Exhibition Space
2	Theatres
18	Seminars, Training Courses and Workshops
193	Free Consulting (Legal, Social Security and Tax)



Forum Agenti Rome 2014

info

	29-30 November 2013
	9:00-18:00
	Fiera Milano City – MiCo Via Gattamelata, 5 20149 – Milan

sponsor & partner



info

	14-15 March 2014
	10:00-18:00
	Mostra D'Oltremare Via J.F. Kennedy, 54 80125 – Naples

sponsor & partner



info

	9-10 May 2014
	10:00-18:00
	Fiera di Roma Via Portuense, 1645-1647 00148 Rome

sponsor & partner



THE EDITIONS OF FORUM AGENTI

• Forum Agenti Milan 2014

Statistics & Numbers

- 7,536 Commercial Agents, Sales Representative Agencies & Distributors
- 407 Exhibiting Companies (with 44 of these were Foreign Companies)
- 727 Companies participating as Visitors
- 12,500 Square Metres of Exhibition Space
- 3 Theatres
- 34 Seminars, Training Courses and Workshops
- 7 Live Radio Programs (Radio 24)
- 482 Free Consulting (Legal, Social Security and Tax)

Official Rail Carrier  **TRENITALIA**
GRUPPO FERROVIE DELLO STATO ITALIANE

• Forum Agenti Mediterranean 2015

Statistics & Numbers

- 1,818 Commercial Agents, Sales Representative Agencies & Distributors
- 67 Exhibiting Companies
- 173 Companies participating as Visitors
- 2,800 Square Metres of Exhibition Space
- 2 Theatres
- 32 Seminars, Training Courses and Workshops
- 114 Free Consulting (Legal, Social Security and Tax)

Official Rail Carrier  **TRENITALIA**
GRUPPO FERROVIE DELLO STATO ITALIANE

• Forum Agenti Verona 2015

Statistics & Numbers

- 2,332 Commercial Agents, Sales Representative Agencies & Distributors
- 149 Exhibiting Companies
- 256 Companies participating as Visitors
- 3,400 Square Metres of Exhibition Space
- 2 Theatres
- 25 Seminars, Training Courses and Workshops
- 256 Free Consulting (Legal, Social Security and Tax)

Official Rail Carrier  **TRENITALIA**
GRUPPO FERROVIE DELLO STATO ITALIANE

info

-  28-29 November 2014
-  9:30-18:00
-  Fiera Milano City – MiCo
Viale Eginardo – Gate3
20149 – Milan

sponsor & partner






info

-  13-14 March 2015
-  9:30-18:00
-  Mostra D'Oltremare
Via J.F. Kennedy, 54
80125 – Naples

sponsor & partner



info

-  5-6 June 2015
-  9:30-18:00
-  Veronafiore
Viale del Lavoro, 8
37135 – Verona

sponsor & partner



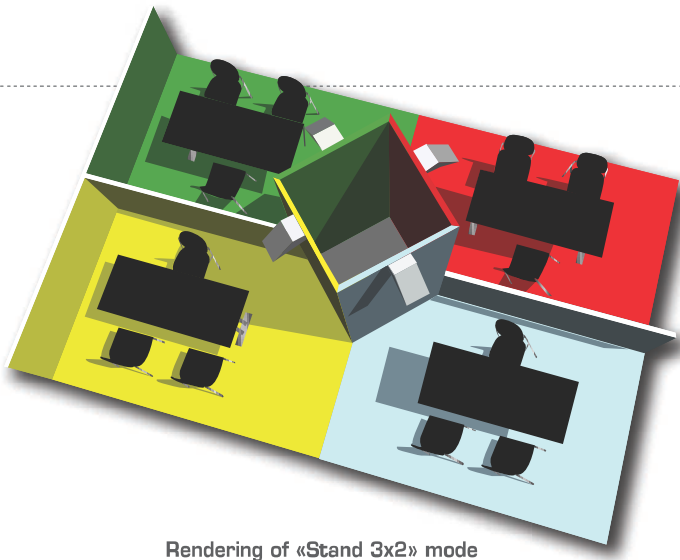
THE METHODS OF PARTICIPATION



«STAND 3x2» MODE

Including:

- 01 Desk
- 04 Chairs
- Printing and installation of the graphic design (90CMx90CM) with the company logo (01 panel)
- Electrical outlet
- Shared Lighting



Rendering of «Stand 3x2» mode

Exhibition Space: **minimum 6 sq.m.**

all inclusive



fitted carpet



desk
(pc. 01)



chair
(pcs. 04)



standard
graphics
(pc. 01)



electrical
outlet



lighting

on demand



custom
graphics*

Promotion of the participation at Forum Agenti:

- Publication of the company's profile and its sales job offer on the **official catalog** of the exhibition.
- Creation and publication of a web page for each participating company on www.forumagenti.it at the section «Participating Companies» of the reference Exhibition.
- Creation and publication of the advertisement on **three Newsletters** sent to the entire agents' database (290,000 registered Commercial Agents). The advertisement contains the profile of the Company and its commercial job offer.
- Publication of the Company Logo on the most important **national newspapers**: *il Sole 24 Ore, Italia Oggi, Libero Quotidiano, Il Giornale, la Repubblica.*

THE METHODS OF PARTICIPATION



Forum Agenti Milan 2013

«STAND 4x3» MODE

Including:

- 01 Desk
- 04 Chairs
- Printing and installation of the graphic design (90CMx90CM) with the company logo (02 panels)
- Electrical outlet
- Individual lighting through spotlights

Exposition space: **12 sq.m.**



Rendering of «Stand 4x3» mode

all inclusive



stand



fitted
carpet



desk
(pc. 01)



chair
(pcs. 04)



standard
graphics
(pcs. 02)



individual
electrical
outlet



individual
lighting

on demand



custom
graphics*



extra
furniture

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* The images in this brochure are for illustrative purposes only.

«Stand 4x3» mode



«Stand 3x2» mode



Overview of the Forum



Some of the participating companies



Workshops and Conferences at Forum Agenti



FORUM
Agenti
& Agenti.IT

Radio 24:
la passione si sente



RADIO 24

Radio 24:
la passione si sente



RADIO 24

RADIO 24

Radio24, the Radio Channel of the economic Italian newspaper «il Sole24Ore» is Official Partner of Forum Agenti. Some of its programs are broadcasted live from the Exhibition.



JOIN THE NEXT FORUM AGENTI

Contact our commercial office at the following contacts:

Infoline: +39 (0)6.41.21.71.44

Fax Number: +39 (0)6.41.22.76.64

Email: info@forumagenti.it

Website: www.forumagenti.it/en

