



Exhibitor Company Information

Exhibitor Company	VAT Identification Number	Stand number
Address		Post code
City/Town	Province/State	Country
Telephone	Web	
Contact Person	Job Position	
Name and Surname	Contact telephone	
Contact E-mail		

Products and services presented (remember to attach pictures and/or photos)

PRODUCT 1	Name
	Brief description
	Type of certification
PRODUCT 2	Name
	Brief description
	Type of certification
PRODUCT 3	Name
	Brief description
	Type of certification

Information about your Products

In order for the products included in the Red Line initiative to get as much exposure as possible, it is essential that you update the product information online.

This information will appear on the show's website and in the press dossier distributed to the media. You may change and/or update this information at any time. It will be available 365 days/year. Please bear in mind that all information for the press will be taken from this source only.

Name and signature of the person who completed the form

Full name

Date

Signature and stamp

Participation agreement:

The exhibition company and the undersigned hereby state that the product and/or service presented as part of the Red Line initiative meets the requirements for participation in this initiative, which is aimed at presented new products.

Send this form to the attention of:
E-mail: ecano@feriavalencia.com



1. Rules of participation for the

"Red Line"

Commitment and mutual trust between the exhibitor and the organisers are essential to ensure that this project achieves the recognition and achievement that we all hope for. The organisation will not, under any circumstances, be judging the products and services of companies that decide to take part in the Red Line.

A maximum of 3 new products or services (on a national or international level) can be presented. To be considered as new products they are ought to have been launched onto the market in six-month period prior to the Hygienalia show, and not have been presented at any other national fair, making this the first time they are officially exhibited.

The veracity of the information supplied will be evaluated by the market itself, professionals will decide whether or not the product or service is truly innovative and worthy of special note.

2. How the "Red Line" works at Hygienalia

The Red Line is a special route which stops at each of the stands of companies who have previously registered as participants. Participation costs **€400+IVA**.

Each exhibitor can present a maximum of 3 products/services/actions. These will form a part of the "red area" both on the event's website and in the Red dossier which will be prepared for the specialised media.

At the show, each exhibiting company will receive **a special sign** which will mark their stand as a "Station". This should be placed in a visible spot in the stand and accredits your participation in the Red Line. It can be used prior to, during and after the event.

Under no circumstances can this sign be used for commercial purposes within the stand. It is only a marker provided by the organisation to show that the stand is a "Station".

The sign must be clearly visible in the stand so that visitors can easily identify participating companies.

3. The "Station" sign in the stand

1. Only two "station" signs can be placed in the stand.
2. The organisation will provide two 297 x 420 mm units.
3. Exhibitors can make their own version of the sign as long as it follows the original design. In this case, the maximum permitted size is 600 x 800 mm.

Provided by the organisation:

- Size of the sign: 297 x 420 mm.
- Units available: 2
- Material: adhesive paper

Made by the exhibitor:

- Maximum size: 600 x 800 mm.
- Minimum size: 297 x 420 mm.
- Units to be made: 2
- Material: adhesive paper

4. Promotion. Where and how the Red Line is promoted

4.1. Online Promotion

- a. Web. Direct access to information about The Red Line from homepage.
- b. Monographic newsletters. (minimum of 3 companies per e-mail and maximum of 9). Contents: Lists/company logos, product logo and news about the products.

4.2. Onsite Promotion

- a. Visitors map/guide. Highlighted companies on the list and the map
- b. Monographic Press Kit.

5. Fee and application form for the Red Line

The participation fee is **€400+VAT**. A single payment should be made via bank transfer to:

Banco Bilbao Vizcaya Argentaria – Account number: 0182 5941 41 0201505396/ Feria Valencia

If the payment is not made as specified, the Organisation reserves the right to automatically cancel the participation of the exhibitor in question.

It is essential to complete the application form and send it in to the organisation offices. A maximum of 3 products can be presented. Initially any information which appears on the application form will be used.

The deadline for applications is the **15th of October, 2021**. No applications will be accepted after this date.