



## 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		

## Product presented (remember to attach pictures and/or photos)

	Name
	Brief description
	Type of certification

### Information about your Product:

In order for the products included in the Shine 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.

The definitive timetable will be made strictly in order of registration and cannot be modified.

### Name and signature of the person who completed the form

Full name

Date

### Participation agreement:

The exhibition company and the undersigned hereby state that the product and/or service presented as part of the Shine Line initiative meets the requirements for participation in this initiative, which will carry out the crystallisation of surface by appropriately qualified professionals. The exhibition company agrees to perform all the shows included in the program of events and agrees to appear in the "Shine Line" zone one hour before starting their presentation to prepare the surface to be treated

Signature and stamp

Send this form to the attention of:

E-mail: [ecano@feriavalencia.com](mailto:ecano@feriavalencia.com)



## 1. Participation regulations

### "Red Line"

At least 4 companies must participate in Shine Line and there must be no more than 8 participants.

The companies who wish to participate in this demo area must be Hygienalia exhibitors and may give at least 1 demonstration per day and exhibit 1 machine and/or **1 crystallising** liquid in this space.

## 2. "Shine Line" operation during Hygienalia

Shine Line consists of two areas, an exhibition area and a demonstration area.

### Demonstration area.

This space consists of two areas of calcareous flooring, one of marble and one of terrazzo. Each company will carry out 3 demonstrations (1 per day). One of these will be given on one type of flooring and two on the other type depending on the definitive timetable (this will be strictly in order of registration and cannot be modified).

Each company may arrive 1 hour in advance to prepare the flooring and remove the treatment of the previous demo; it will have 1 hour to give its demonstration.

This lighted space will have an electrical panel and a power point for the machines.

Each company will have a hand and/or lavalier microphone for explaining the process during its demonstration and for the preliminary presentation.

### Exhibition area.

Adjacent to the demo area, an exhibition area (of approx. 1 x 1 m) will be prepared for each company in which it may **exhibit 1 machine and/or 1 crystallising liquid**. Each company will place next to its products a sign bearing its logo, the product name, and the stand number.

## 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 "Shine Line" is promoted.

### 4.1. Online Promotion:

- a. Web. Direct access to information about The Shine 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. "Shine Line" Participation Fee and Application Form

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 fill in the application form correctly and to send it to the offices of the organization. Places are limited and the definitive acceptance of participation in this project is the competence of the Trade Fair Management and the Organising Committee, which may reject those applications that in their opinion are not in keeping with the theme.

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