

EXHIBITOR RECAP



LOCATION

Stazione Leopolda will be the real highlight of this year. We return to the pre-pandemic period in a glamorous space suitable for all types of trade events, ideal for our new horizons in sports, running, and contemporary fitness.

Two intense days: Friday the 22nd and Saturday the 23rd with free admission. Stazione Leopolda will also be a key venue for important collateral events, such as the **Family Run** and the **Staffetta Charity**, moments dedicated to supporters, families, and the entire city.

The exhibition area has been designed to offer visitors multiple experiences: testing areas for sports equipment, stands dedicated to sponsors, and recreational themed areas reserved for industry brands.



ORGANIZING ENTITY

MARATONA DI FIRENZE SSDRL
Via Pratese 158 50145 FIRENZE
CCIAA-REA : FI 682952
CF/PIVA 07145260482
TEL 055 5522957

www.firenzemarathon.it

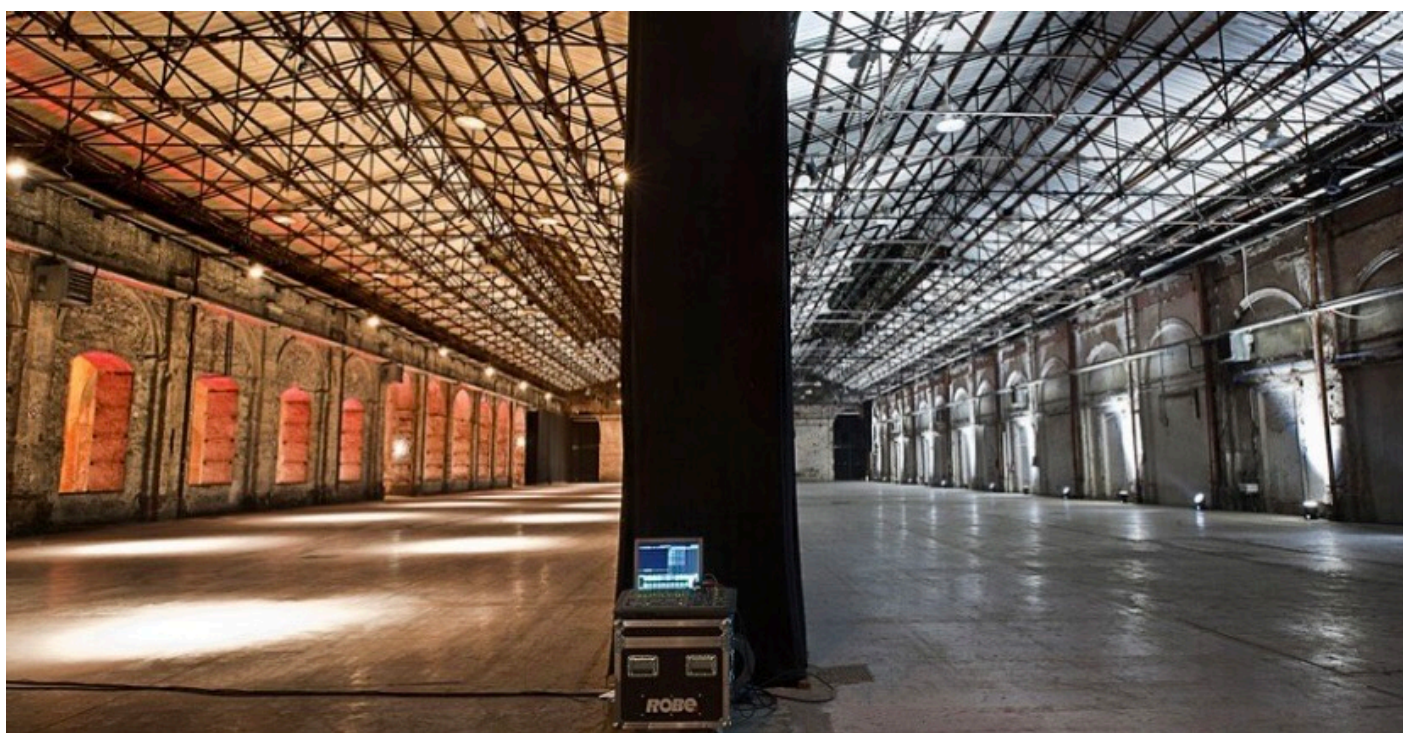
www.maratonadifirenze.it

staff@firenzemarathon.it

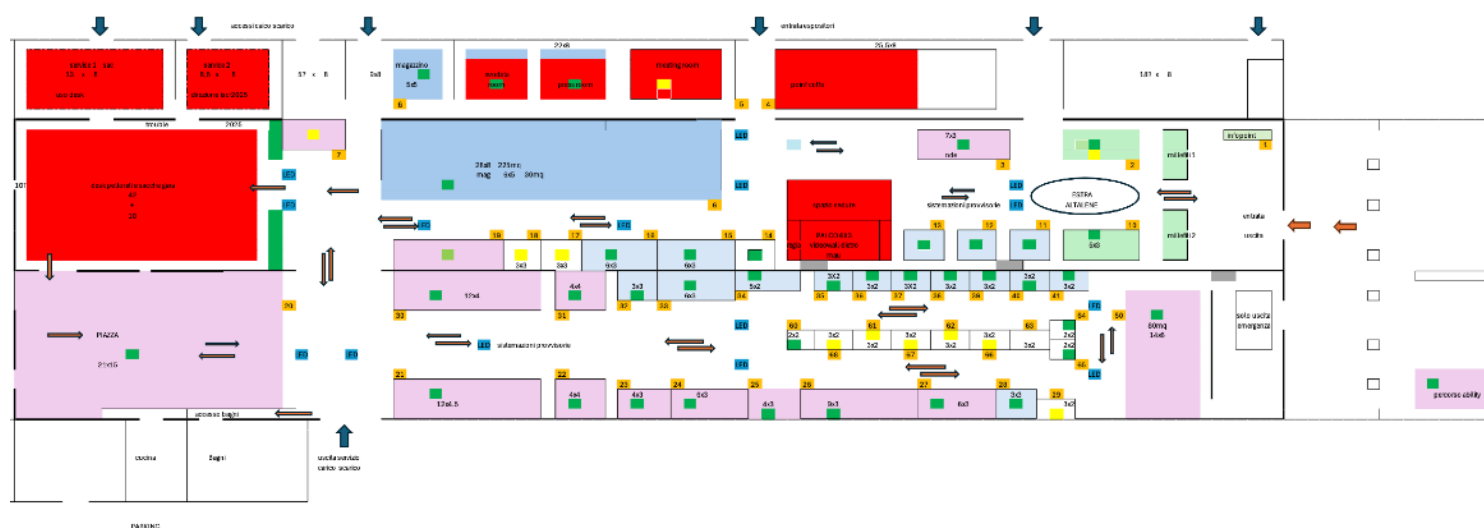
expo@firenzemarathon.it

EXHIBITION VENUE

Stazione Leopolda
Viale Fratelli Rosselli 5
50144 - Firenze



Firenze Marathon Expo 2024

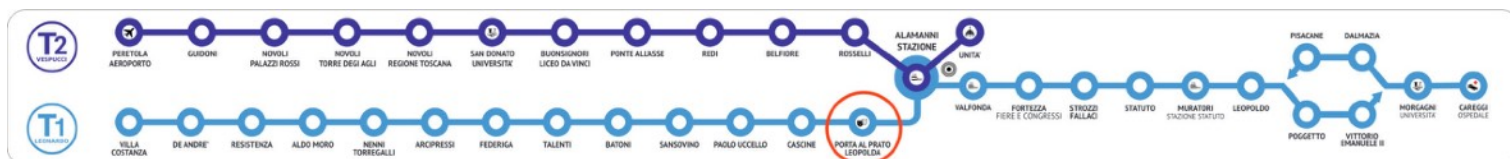


HOW TO REACH US

Stazione Leopolda is easily accessible by all means of transport.

Once you arrive in Firenze, the most convenient option is certainly the **TRAMVIA**. The T1 line has a dedicated stop, “Porta al Prato Leopolda,” and is just a short walk from the city center. By using the park-and-ride facilities at “Villa Costanza” (T1) and “Guidoni” (T2), both near the highway exits, you can easily reach Stazione Leopolda.

For all information on the Tramvia [click here](#).



Other ways to reach us:

BY TRAIN - Santa Maria Novella Railway Station.

It is about 1.5 km away: approximately 10-15 minutes by taxi; about 6 minutes by tram on the T1 line, stopping at “Porta al Prato Leopolda”; or around 15-20 minutes on foot.

BY PLANE - Amerigo Vespucci Airport in Firenze.

Upon exiting to the left, you will find the T2 tram line. Get off at the “Alamanni Stazione” stop to transfer to line T1, and then get off at “Porta al Prato Leopolda”.

BY CAR - Exit Firenze Nord from the A11 Florence-Mare and A1 Motorways in both directions. Proceed from the exit along Viale Guidoni and Viale Redi, following the signs for the city center, towards Porta al Prato.

BY BUS - Lines: 1, 9, 12, 16, 17, 26, 27, 29, 30, 35, C2, C1.

Stop: Porta al Prato.

VISITOR OPENING HOURS

FREE ENTRY from Viale Fratelli Rosselli 5, 50144 - Firenze.

Friday, November 22nd, from 10:30 AM to 7:30 PM.

Saturday, November 23rd, from 9:30 AM to 7:30 PM.

EXHIBITOR OPENING HOURS

On the days of EXPO 2024, exhibitors will be able to access the venue 30 minutes before public opening (Friday - 10:00 AM, Saturday - 9:00 AM) through the entrance at Via Elio Gabbuggiani 7, 50144 Firenze.

On setup days, exhibitors will be able to access from 8:30 AM.

WHERE TO PARK - EXHIBITORS

Access for loading and unloading materials is via [Via Elio Gabbuggiani, 7, 50144 Firenze](#).

Parking along the internal road will be strictly prohibited.

Inside the unloading area, parking will be allowed according to the instructions given by staff on-site, until full capacity is reached.



ENTE ORGANIZZATORE

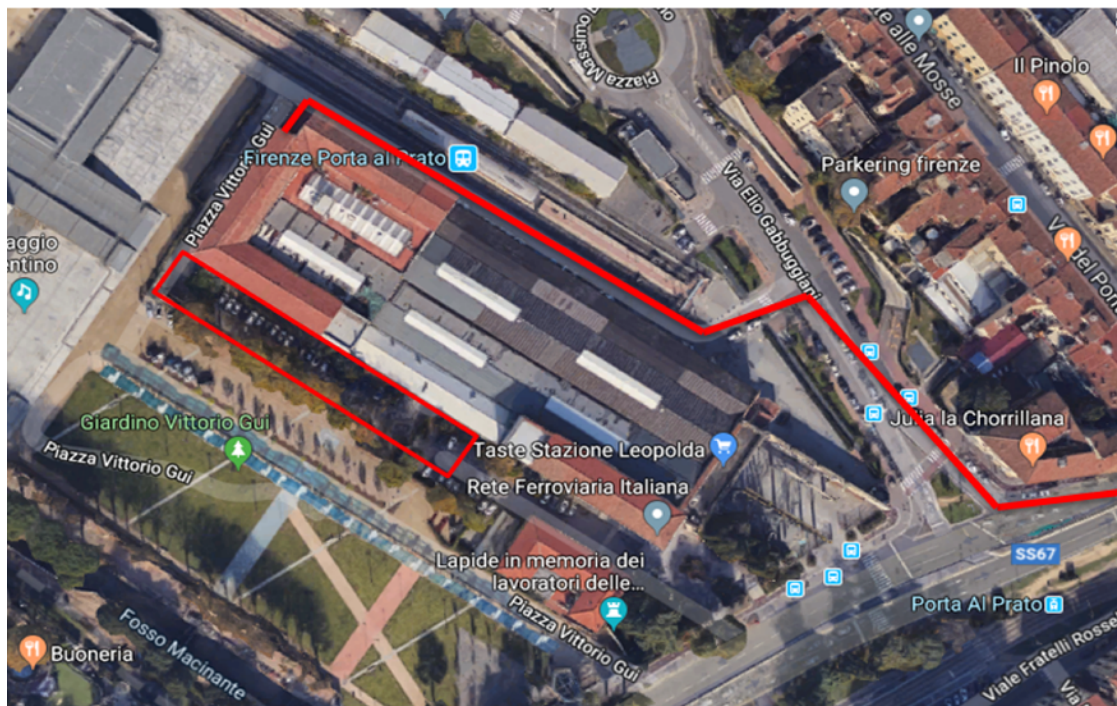
MARATONA DI FIRENZE SSDRL

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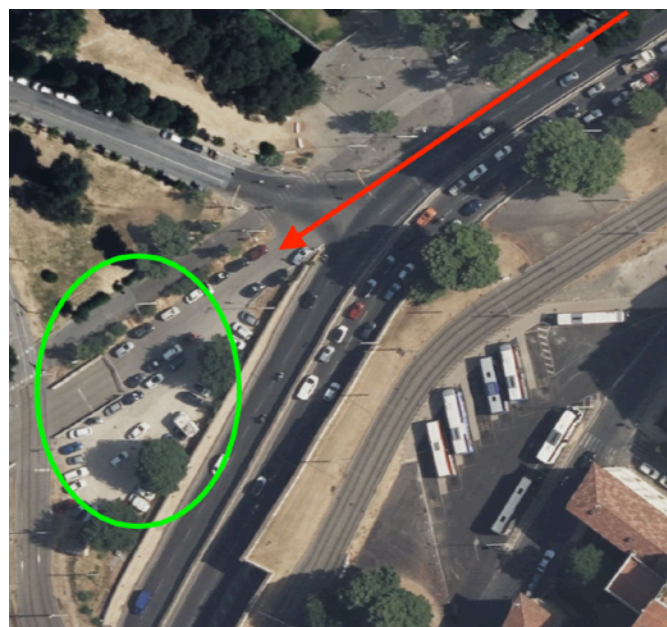


An additional (unattended) parking area available for exhibitors is located near EXPO 2024, continuing along the avenue at Piazzale Vittorio Veneto, 50144 Firenze, in the parking area adjacent to the lane for oversized transport.

Entry will only be allowed by presenting the **EXPO PARKING PASS** to the staff, properly filled out.

The pass will be sent via email or handed over at the time of accreditation at the Marathon Expo.

We ask you to communicate the vehicle's license plate number, the driver's name, and a mobile contact number by November 18th, 2024.



EXHIBITOR PASS

To be collected after accreditation at the expo/info point by a representative of the exhibiting company on the setup days (Wednesday the 20th by reservation and Thursday the 21st).

2 PASSES are provided for each stand; for any additional requests, please contact the office.

1 EXPO PARKING PASS is provided for each stand (included in the exhibitor kit) for parking in the designated area adjacent to EXPO 2024. This pass must be filled out and presented to access the loading/unloading area and reserved parking (up to full capacity, maximum of 2 vehicles); it is mandatory to communicate the vehicle license plate numbers by November 18th.



ENTE ORGANIZZATORE
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SET UP

Wednesday the 20th (by reservation) and Thursday the 21st from 8:30 AM to 7:30 PM.

Access via [Via Elio Gabbuggiani, 7, 50144 Firenze.](#)

All stands must be set up by Thursday the 21st at 7:30 PM.

Any requests for exceptions must be agreed upon with the Organization by contacting the email address expo@firenzemarathon.it.

Goods and materials that are shipped in advance should arrive between Tuesday the 19th and Wednesday the 20th at Stazione Leopolda.

For more information, please refer to Article 9 of the Regulations.

DISASSAMBLE

Saturday 23rd, 7:30 PM - 12:00 AM.

Dismantling must be completed by 11:30 PM.

The Organization will not grant any exceptions to the time and day of dismantling.

In the event that there are materials that need to be returned/sent to their original locations, upon prior request and specific communication with the Expo organization (expo@firenzemarathon.it), these will be deposited in a dedicated area that will be communicated later by the exhibitor, they must be collected on Monday 25th or Tuesday 26th, in the morning only, at our logistics office in [Via de Cattani, 57 – 50145 Firenze.](#)

If left at Stazione Leopolda or not collected within the established timeframes, they will be treated as waste and disposed of as such, with consequent charge for disposal costs.

The organization, under no circumstances, will assume responsibility for the storage of materials inside the stand during the entire duration of the dismantling and storage operations awaiting collection.

For more information, please read art. 10 of the Regulations.

NOTES AND INFORMATION



SCIA INSTRUCTIONS

Here are the instructions for applying to the STAR portal:

- Connect to the STAR website of the Tuscany Region: <https://www.suap.toscana.it/star>;
- Select Province: Firenze, then Municipality: Florence;
- Click on "access Star/accedere a Star";
- The system requires authentication;
- Choose "new practice/nuova pratica";
- Choose code 4761R temporary sale;
- Fill out the online form: you will be asked to enter the data regarding the event:
Address: Viale Fratelli Rosselli 5, 50144, Firenze;
Event Name: Expo Marathon of Florence;
Name of the organizing company: Marathon of Florence SSDRL;
Event Date: 22, 23/11/2024, time 9:00 AM -8:00 PM, c/o Stazione Leopolda, Firenze.

Attach a copy of the legal representative of the company selling;

Cost required: €30 with payment via online system;

In case of sale of food products, the system will lead to the compilation of specific forms.

STAND

The exhibition spaces are all in a covered area, each stand is equipped with 1 socket with a power strip per stand (maximum absorption allowed 1kW); possible connection for an electrical panel by the exhibitor (NUDE and STANDARD area).

All exhibition solutions can be accessorized with graphic design and assembly, desks and stools or tables and chairs (where not provided), increased electricity supply (maximum 3 KW), TV, furniture.

General information or requests for quotes for additional services in addition to the basic equipment can be requested at expo@firenzemarathon.it **no later than 11/11/2024**.

Payment for the amount supplied will be charged in addition to the agreed cost of the stand.

External stand solutions are not provided, only in the event of the end of availability of internal spaces.

For further information, please read art. 8, 11 of the Regulations.

USEFUL NUMBERS

Segreteria EXPO 2024: expo@firenzemarathon.it

Fabio Burchi, Expo Manager: fabio.burchi@firenzemarathon.it - 338 6225360

Diego Petrini, Marketing Manager: diego.petrini@firenzemarathon.it - 333 3465019



estra
FIRENZE
MARATHON



PARKING EXPO

TARGA MEZZO / HALF PLATE

NOME ESPOSITORE / EXHIBITOR NAME

TELEFONO / PHONE



PARKING

Art.1 - Admission to the Event

The following are admitted to participate in the event: Marathon sponsor companies, public bodies and institutions, tourism promotion bodies, tour operators, associations, consortia and tourist-sports cooperatives, agritourism, tour operators, travel agencies, specialized publishing, sports clothing and equipment companies, organizers of sporting events and demonstrations, manufacturers and distributors of sporting goods and related product sectors.

Please note: Any activity, including promotional, carried out within your exhibition space must be agreed in advance with the Expo management. The organizing secretariat reserves the right to modify routes, spaces and floor plans in compliance with the safety and health regulations in force on the date of the event. All exhibitors are required to comply with the above-mentioned regulations.

Art. 2 - Acceptance of Applications

The application for participation, duly completed and signed by the legal representative of the exhibiting company or entity, must be sent by **11 November 2024** by ordinary mail to MARATONA DI FIRENZE SSDRL Direzione Expo 2024, viale Manfredo Fanti, 2- 50137 FIRENZE tel. 055/5522957 and/or by email to expo@firenzemarathon.it or fabio.burchi@firenzemarathon.it.

The submission of the application for participation implies acceptance of this regulation and of all the rules that may be issued in written form by the Organizer, even subsequently, for the best functioning of the event. The Organization reserves the right to decide on the acceptance of the applications, with the most absolute discretion, without obligation to motivate its decision.

Art. 3 - Specific Prohibitions

- It is explicitly forbidden to:
- exhibit or sell products not included in the application for admission;
- distribute and/or promote advertising material outside of the exhibition space;
- distribute and/or promote advertising material not pertaining to the Exhibitor;
- hang inside the area of the event during closing hours;
- circulate or park with vehicles of any kind inside the area of the event after forced removal;
- light or cause fires or introduce explosive material, detonating or dangerous products, smelly or in any case likely to cause damage or annoyance;
- smoke in the entire area of the Expo;
- use the marathon logo in any way and for any purpose;
- perform any musical, singing or artistic performance, not previously authorized in writing by the Organization;
- perform photographic or television filming not previously authorized in writing by the Organization.

Art. 4 - S.I.A.E. Rights and Other Charges

Any requests for S.I.A.E. or other public body rights arising from the use of any audio-video reproduction equipment inside the stand are the responsibility of the individual exhibitor.

Art.5 - Authorization for Sale to the Public

Sale with direct delivery to the public is permitted upon obtaining and presenting the appropriate authorizations (health and for sale). The relevant forms, the methods of filling in and presenting the applications can be requested from the Expo Management by **11 November 2024**.

The Organization declines any and all responsibility for the lack, on the part of the Exhibitor, of the documentation that authorizes and/or certifies required by law for sale to the public within the event. The Organization reserves the right to exclude the Exhibitor without the necessary authorizations and/or certifications mentioned above, who has nevertheless exercised the sale with direct delivery to the public.

The defaulting Exhibitor will in any case be required to pay the amount due and to compensate for any damage caused to the organizer.

Art. 6 - Fees and Payment

The fees are listed in the application form.

The application form must be accompanied by the payment of a deposit equal to 50% of the amount of the stand and/or services purchased. The balance must be paid before the opening of the Expo, excluding the Expo itself. MARATONA DI FIRENZE SSDRL will issue an invoice in the months of October-November 2024. Payment must be made by bank transfer to MARATONA DI FIRENZE SSDRL, IBAN: IT49G0306909606100000184482. Any services purchased at the Expo or after booking will be invoiced after the event.

Art. 7 - Withdrawal by the Exhibitor

The signature of the application for participation sent to the Organization constitutes a definitive commitment for the Exhibitor. If the Exhibitor, due to proven impossibility, cannot participate in the event, he may withdraw from the commitment undertaken provided that the relevant request reaches the Organization at least thirty days before the start of the event, accompanied by the payment as a penalty and lump sum compensation for damages, of the total sum equal to 50% of the fee due.

Art. 8 - Assignment of Stands

The Expo Management reserves the right to assign the exhibition spaces, in addition to the right to change the original assignment and/or modify the exhibition spaces granted, according to its organizational needs. In these cases the exhibitor will not be able to request compensation or reimbursement of any kind. The concession or sharing of spaces to third parties, even partially, even free of charge, is prohibited.

Art. 9 - Set-up

The exhibition spaces are made available to the Exhibitor from 8.30 am on Wednesday 20th November and their set-up must be completed no later than 7.30 pm on Thursday 21st November. The exhibition spaces booked and not occupied by 11.00 am on the opening day of the event will be considered abandoned and will be considered to have returned to the full ownership of the Organization, which may dispose of them as it wishes without obligation to reimburse. The exhibition spaces are granted exclusively for the area and position identified by the Organization. The concession of the spaces to third parties, even partially, even free of charge, is prohibited.

Art. 10 - Disassembly

The dismantling and dismantling of the stands must be carried out on Saturday 23rd November, from 7:30 p.m. to midnight (work must be completed by 11:30 p.m.). Otherwise, the Exhibitor will be forced to pay a penalty equal to 50% of the amount paid for the exhibition space.

In the event that there are materials to be returned/sent to their original locations, upon prior request and specific communication with the Expo organization (expo@firenzemarathon.it), these must be deposited by the exhibitor in a dedicated area that will be communicated later, and must be collected on Monday 25th or Tuesday 26th, only in the morning, at our logistics office in via dei Cattani 57 - 50145 Florence.

If left at the Leopolda station or not collected within the established terms, they will be treated as waste and disposed of as such, with consequent charge for disposal costs.

The Management will in no case assume responsibility for the storage of materials inside the stand during the entire duration of the dismantling and storage operations awaiting collection.

The Organizers assume no responsibility for goods, materials and anything else left unattended and without packaging inside the stand or exhibition pavilion.

The stands must be returned in the conditions in which they were taken over.

Art. 11 - Stand Equipment

All exhibition spaces are located inside the Stazione Leopolda structure and are equipped with a light point (1 Kw electricity supply), the lighting is that of the building. The stand equipment varies according to the chosen typology. Possibility of requesting extra supplies of structures, furnishings, services, namely: increased electricity supply, extra lighting spotlights, extra structures (warehouse space-rehearsal corner) extra furnishings (tables, desks, chairs), graphic design, graphic assembly and/or set-up. Requests must be sent no later than **November 11, 2024** by email to expo@firenzemarathon.it or fabio.burchi@firenzemarathon.it. Solutions are not guaranteed for requests received after this date or during the days of the Expo.

Extra furnishings and/or additional services will be invoiced as per Art. 6 of this regulation.

Art. 12 - Cleaning

The Organization will take care of the ordinary cleaning of the corridors and common areas. The cleaning of their stand is the responsibility of the Exhibitor. Requests for cleaning services inside the stand (for a fee) must be sent no later than November 11, 2024 to the email address expo@firenzemarathon.it.

Art.13 - Surveillance

The Organizer will provide, in its own interest and for its own needs, to establish a normal night surveillance service, without however assuming any responsibility for any theft or damage to goods or materials displayed in the exhibition space or otherwise lying in the area of the event. The custody and surveillance of the exhibition spaces will be the responsibility of each Exhibitor for the entire opening hours of the event, both during the event itself and during the periods of set-up and dismantling.

Art.14 - Safety

Any customized stand design project, different from the one provided by the Organization, including substantial modifications to existing ones, must be submitted in advance to the Organization to obtain authorization for the set-up. All materials used by exhibitors must comply with the regulations on overall safety of trade fair and exhibition stands, with particular reference to fire prevention regulations (CFR Ministerial Decree 19 August 1996). Additional electrical systems must be certified at the end of the works, with the technical documentation required by Law 46/90 and CEI regulations. Furthermore, all exhibitors who will use audio and/or video supports must comply with SIAE regulations. In any case, the diffusion of sounds and/or images must take place only inside their own stand with the authorization of the Management.

Any audio and/or video equipment must be agreed with the Organization.

Art. 15 - Insurance

The Exhibitor is required to take out insurance at his own expense against all potential risks, including theft and fire, third party liability, riots, terrorist acts, water infiltration and falls, vandalism, etc. The Exhibitor is responsible for all damage to people, things and animals caused by the equipment, goods and materials present in the area made available to him. If the lack or inadequacy of such insurance coverage is found, the Organization reserves the right to exclude the Exhibitor who will still be obliged to pay the amount due and to compensate for any damage caused to the Organization.

Art. 16 - Health emergency regulations

Within Expo 2024, the regulations and safety standards applicable to exhibitions and fairs will be respected dictated by any current health emergencies or prevention measures; Each exhibitor is in turn required to respect and apply the same principles within his own space.