



PORTA VENEZIA IN DESIGN 2019 | Milan Design Week - April 9/14, 2019

An itinerary for the *Design Week* to combine **design, art, food&wine** with **Liberty** architecture, in that area of Milan. Some communication and press office activities are scheduled to make the event visible (see on page 2).

ACCEPTANCE FORMAT

To take part to the event, please send the format (this page 1) filled in (signed and stamped) by **February 12, 2019** to info@portaveneziaindesign.com

The contribution acceptance to take part to Porta Venezia in Design, 2019 edition, is of *Euro 500+vat 22% - RA 20%* (design/art showroom) or of *Euro 350 +vat 22% - RA 20%* (food/wine bars/restaurants) and should be paid at the same time of the acceptance/sending of the format.

For restaurants/shops/showrooms only looking for a visibility on the map and website - without hosting an event during the design week - the fee is of *Euro 200+iva22%-RA20%*.

Details on how to proceed with the payment

Object (it's very important, please mention it): contribution for Porta Venezia in Design 2019 circuit

Current Account: Nicoletta Murialdo
Fineco Bank | IBAN IT73M0301503200000003165900

Invoice details

Company business name _____

Address _____

Zip code _____ Town _____ Prov. _____

Ph. _____ Fax _____

E-mail _____

Contact person _____

Tax Code _____ VAT _____

Place/Date _____

Please sign and stamp, in order to accept _____



COMMUNICATION PACK

What is included in the acceptance pack to take part Porta Venezia in Design, 2019 edition.

Event's press activity

PRESS PACK

- mentioning of the event/company in the general press release
- insertion of company press release and images in the website press area (could be downloaded from press area/website)

MEDIA RELATIONS

A communication activity is developed vs. design/furniture, current news, to gain exposure of the event and its contents. A press monitoring will be held and, as soon as a news/mention will come out, we be shared it with you.

Other communication activities

WEBSITE - homepage: a map with design/arte path (company/event mention)

SOCIAL MEDIA - a dedicated Facebook page, Twitter, Instagram, LinkedIN, to promote and communicate information and images

NEWSLETTER - N. 3 edition will be sent out to communicate the event contents and special news

INVITATION - in a digital format will be sent to media and selected target

MAP - a mention in the map, which could also be downloaded from the website and will be distributed in all the showroom/shop taking part to the event

MEDIA PARTNER/ADV. - mention in selected on-line and off-line media, to promote the event

PRESS POINT/INFO POINT - a place where to register journalists and giving them info, as well as where visitors could get info and have their own map

Communication material given to company/showroom taking art to the event

- paper Maps to be distributed to the visitors
- street-signage to identify the event/company in the Porta Venezia in Design circuit
- Press issues (on/off line), will be communicated in a digital format

For restaurants/shops/showrooms, taking part without scheduling a specific event during the design week (fee Euro 200+vat22%-RA20%), it is only included the visibility in the map and website.



REQUESTED MATERIAL

To be sent by **February 15th**, it will be used in the communication:

- **Press release** (English version and, possibly also the Italian) → .pdf or .doc file
- **Max. 4 preview images:** please mention which image is the preferred (it will be used in the communication - website, map, etc.) → .jpg or .tif file, minimum cm. 10x10/15, 300 dpi

Images and press releases will be available for journalists in the website press area (portaveneziaindesign.com) and will be distributed upon request.

PLEASE FILL THE FORMAT IN (to be sent not later than February 15th)

COMPANY NAME (to be mentioned in the communication) | **WEBSITE**

_____ | _____

EVENT NAME (if available, it will be mentioned in the communication)

(engl) _____ (ita) _____

CIRCUIT (flag with X) design&art food&wine

DATES and OPENING HOURS during the design week (April 9/14)

PRESS PREVIEW, COCKTAIL: please specify event details, date/hours - by invitation only (if so)

ADDRESS Complete, also mentioning zip code (showroom or shop in the district area)

RESPONSIBLE showroom/shop (during the event) | **PH./MOBILE** of the referent person

_____ | _____

NAME and SURNAME press office/company (please specify the role) | **PH./MOBILE** of the referent person

_____ | _____

E-mail

Please sign and stamp, to accept we could use your material in the communication
