



ASSOITTICA ITALIA
ASSOCIAZIONE NAZIONALE DELLE AZIENDE ITTICHE

**To All Seafood
Companies**

Object: first digital fair - Digital Seafood Trade Show – May 20/21, 2021 – **New dates.**

The idea of Assoittica Italia to create the world's first all-digital Seafood Fair has aroused considerable interest in many countries.

It is from these countries that it has been represented by various bodies (Embassies, Chambers of Commerce, Promotion Agencies, etc.) the need to have more time to involve the companies of these countries and activate the administrative procedures for the participation in the fair also of the above-mentioned entities.

After careful analysis of the requests and imagining that a possible extension would have allowed even the participating companies a better participation in the fair, we decide to postpone the event.

Therefore, hoping to do something pleasing also to the companies of Assoittica Italy that have already joined the fair, **we communicate that the Digital Seafood Trade Show of Assoittica has been rescheduled on May 20/21, 2021.**

Please find attached the proposal of participation in the fair for participating companies.

SEE YOU AT THE FAIR

Best regards,

Secretary General
dott. Giuseppe Palma



**To All Companies of
Seafood Sector**

Object: online exhibition – Digital Seafood Trade Show – May 20/21, 2021.

Digital Seafood Trade show, a Assoittica Italia project, is the first digital trade event of seafood industry that will be hosted online on May 20/21, 2021.

With the participation of 49 countries the exhibition will provides a major opportunity for seafood companies to reach new markets.

Assoittica Italia aimed to offer a tool for companies to improve visibility, increase level of commercial trades and expanding the industry through new frontiers

Digital Seafood Trade Show is an **international exhibition** of seafood industry entirely online. The idea is to move all on an internet platform by using sophisticated but easy to use technology, this way we managed to host a digital trade event that will have nothing to envy to a in person events.

This innovative and unique project will become an annual appointment that, when the pandemic Covid-19 will be over, will remain and represent an additional opportunity for companies in the seafood sector to networking and development.

Many are the strengths of this exhibition such as the possibility for exhibitors to attend the trade show setting up a proper booth where to display what they want to communicate or sell.

It is an opportunity to be taken immediately. The biggest advantages are the possibility to profiling all the attendees who visit your booth and track all the interactions between business representative, products and visitors, who attendees meets and what they download, etc. Buyers can meet companies in a private room, previous appointment, as for a in-person exhibition.

Briefly Digital Seafood Trade Show offer the opportunity to:

- **Setting up display totems to promote from 3 to 10 top products with images and videos.**
- Unlimited number of product sheets to upload.
- **Direct access to exhibitor's links and social media.**
- **Presence of booth referents (from 1 to 6) reachable, also at the same time, by video call.**



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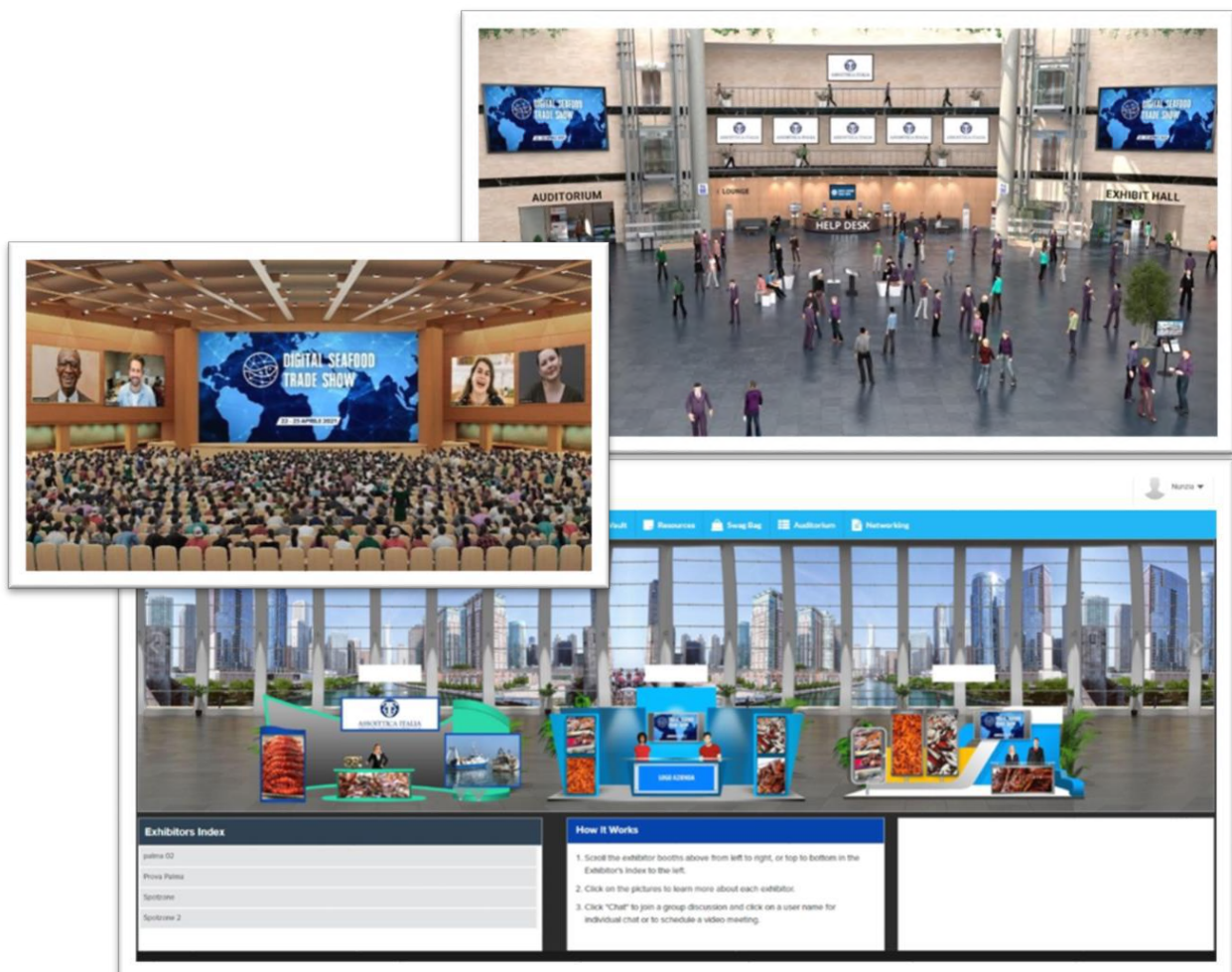


DIGITAL SEAFOOD
TRADE SHOW

- Schedule in advance your **one2one meeting agenda**, spread in 10 hours according to time zone.
- **Data tracking of all** interaction at your booth, report of who is looking what, who is downloading what, etc.
- **Host** special meetings up to 15/20 pax.
- **Organize** thematic conferences.
- **Dissemination activity** for special projects.
- **Promote breakout sessions at your own room conference.**

Different type of booths are available with **Standard, Medium and Premium** set up plus a range of additional service that can be added during registration at exhibition area.

Please note that there will be no pre-sale of exhibition spaces considering this is the first edition of the trade show, this option will be able from next edition.



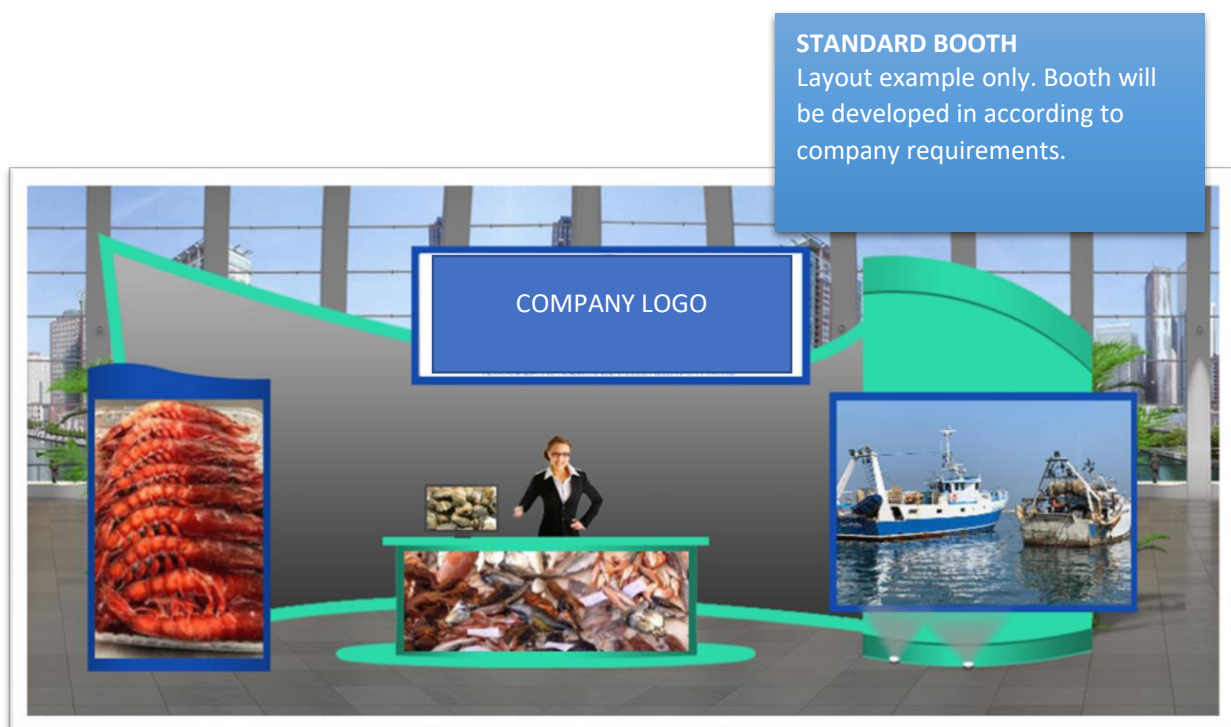
NATIONAL ASSOCIATION OF SEAFOOD COMPANIES

Via Alfonso Borrelli, 3 | 00161 Rome, Italy | Tel. +39 0683971201 | Fax. +39 0662275852
Mail. INFO@ASSOITTICA.IT

BOOTH SET UP PROPOSAL

STANDARD SET UP BOOTH – price € 450,00 plus VAT (if provided).

1. Reservation of exhibition space with a private meeting room;
2. Graphic visual booth set up with company logo and **max. 4 images**;
3. Upload of an **unlimited number of product sheets**;
4. Interactive links to web site and company social media;
5. **N. 3 access tickets** to the trade show (ticket price € 44,00);
6. **N. 2 tickets** for the opening conference organized with the collaboration of FAO;
7. Delivery of exhibition space up to 2 day prior to the event, to test connection and interactivities.

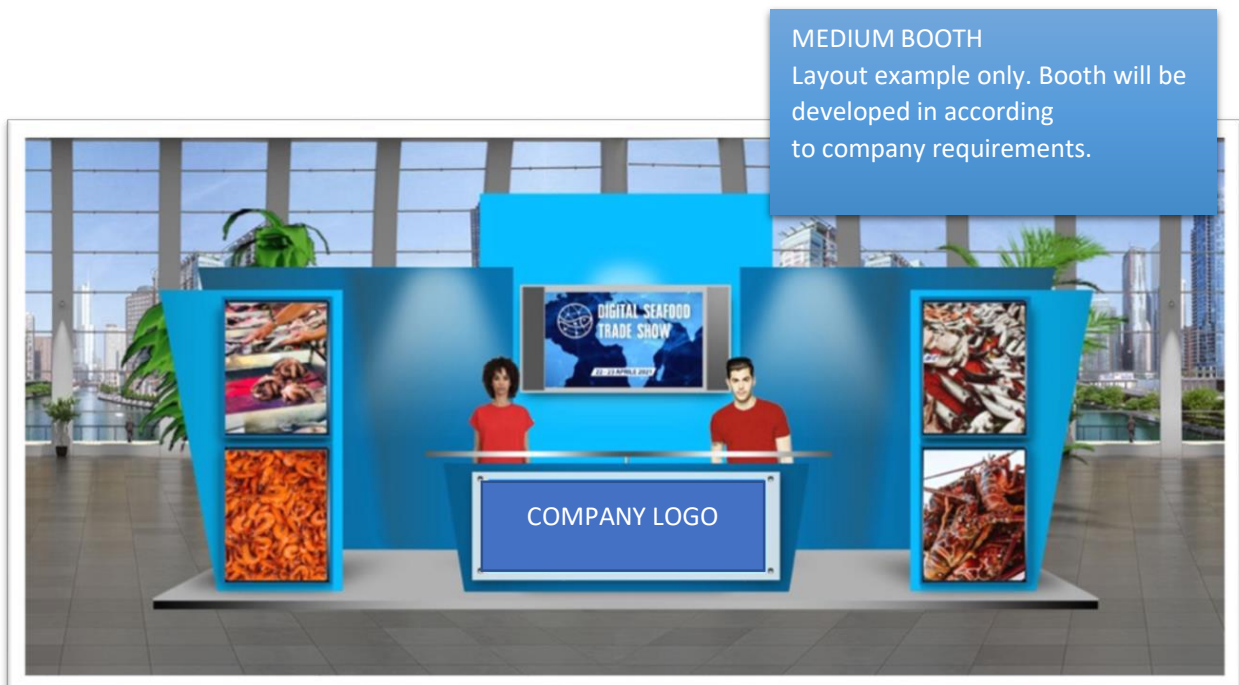


Remarkably interesting is the possibility to have a person/referent present at the booth to interact with attendees by chat and video calls.

MEDIUM SET UP BOOTH – price € 750,00 plus VAT(if provided).

Early bird registration until April 16, 2021 get 25% discount

1. Reservation of exhibition space with a private meeting room;
2. Graphic visual booth set up with company logo and **max. 6 images**;
3. Upload of an **unlimited number of product sheets**;
4. Interactive links to web site and company social media;
5. Private **chat room for meetings or webinar** up to 10/15 people;
6. **Ordinary maintenance of exhibition space** (hall proper functioning feedbacks);
7. N. **5 access tickets** to the trade show (ticket price € 44,00);
8. N. **2 tickets** for the opening conference organized with the collaboration of FAO;
9. Delivery of exhibition space 2 day prior to the event, to test connection and interactivities.



Remarkably interesting is the possibility to have many persons/referents present at the booth to interact with attendees by chat and video calls.



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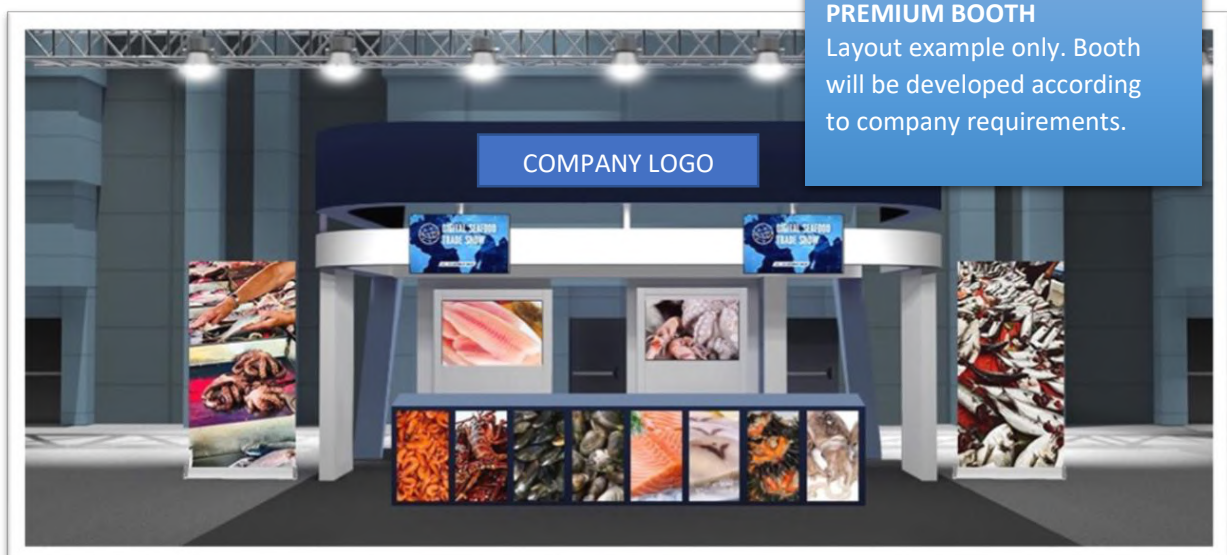


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PREMIUM SET UP BOOTH – price € 1.250,00 plus VAT (if provided).

Early bird registration until April 16, 2021 get 25% discount

1. Reservation of exhibition space with a private meeting room;
2. Graphic visual booth set up with company logo and **max. 14 images or video**;
3. Upload of an **unlimited number of product sheets**;
4. Interactive links to web site and company social media;
5. Private chat **room for meetings or webinar** up to 10/15 people;
6. **Organizing secretary assisting during** the entire event, including pre-registration and post event;
7. **Ordinary maintenance of exhibition space** (hall proper functioning feedbacks);
8. **Visitors report** with attendees profiling;
9. **Reports of all documents** read/downloaded at the booth;
10. N. **10 access tickets** to the trade show (ticket price € 44,00);
11. N. **2 tickets** for the opening conference organized with the collaboration of FAO;
12. Delivery of exhibition space 2 day prior to the event, to test connection and interactivities.



Remarkably interesting is the possibility to have many persons/referents present at the booth to interact with attendees by chat and video calls.

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Offers do not include:

- ✓ All services non listed in offers are not included

How to participate

To attend the Digital Seafood trade show, please send an email at info@assoittica.it specifying the booth set up you are interested in, **Standard, Medium or Premium**, and we will get back to you shortly.

This offer is valid till April 16, 2021.

Registration will close May 5, 2021.

We look forward to hearing from you in order to proceed with registration and support you with further steps. Organizing secretary is provided by **Assoittica Ricerca & Sviluppo**, registered office in Rome, via Alfonso Borelli 3, VAT Reg. N. 16009951001. As owner of the trademark **Digital Seafood Trade Show** is exclusively responsible for marketing/selling of exhibition spaces.

General Secretary
dr. Giuseppe Palma

See you at the Fair



<https://digitalseafood.it/en/home-english-2/>

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