

FEBRUARY 24-27, 2027
Allianz-MiCo - Viale Scarampo Milano

REQUIRED DOCUMENTATION

UPLOAD BY SEPTEMBER 7th TOGETHER WITH THE SUBMISSION OF THE REGISTRATION FORM

- The Registration details, dated, signed, and stamped in all its parts
- The complete application form, dated, signed, and stamped in all its parts
- Signed Technical Regulations, dated, signed, and stamped in all its parts
- Signed Technical Regulations of Allianz MiCo

FOR EACH BRAND BEING PRESENTED FOR THE FIRST TIME AT ESXENCE

- A .pdf presentation in English where the Committee can learn about the brand's history, fragrances/references, noses and market positioning strategy (for each brand)*
- List of dealers (if available)

** If the brand presentation is not yet ready at the time of completing the registration form, it is mandatory to upload a letter on company letterhead in which the exhibitor explains the reason for not providing the brand presentation and commits to sending it to the Organizing Secretariat at the email address esxence@equipemilano.com by September 7th*

SEND BY EMAIL TO ESXENCE@EQUIPEMILANO.COM BY SEPTEMBER 7th

- If you are a distributor, we require an authorization letter from the parent company of the brands on official letterhead.

FOR EACH SPOTLIGHT BRAND WISHING TO BECOME A MAIN BRAND

N.B. The application form has to be completed by applying as a Spotlight brand.

- A .pdf presentation in English where the Committee can learn about the brand's history, fragrances/references, noses and market positioning strategy (for each brand)
- List of dealers.
- A letter addressed to the Technical Committee explaining why the brand should be considered as a Main Brand rather than a Spotlight.

SHIP TO THE OFFICES OF EQUIPE EXIBIT SRL BY SEPTEMBER 7th

FOR EACH BRAND BEING PRESENTED FOR THE FIRST TIME AT ESXENCE

- N° 2 product samples in the original sales format. Please find below the address of our office**

Equipe Exhibit Srl
Kind attention of Esxence Organisation
Corso Sempione 30
20154 Milano
Italia

**** if your company is based outside of Europe, please be sure to be able to send the samples from another country in Europe. We can not make any custom clearance procedure (we are a communication & event company not an importer of perfume), so if you can't send them we will submit to the committee the other materials but not the samples.**

EXHIBITION SOLUTIONS

For all brands admitted as **MAIN BRAND** in past editions:

- STAND: 1 module 10,50sqm | €9.660,00 + vat (if due)
- MINI STAND: 1 module 5sqm | €3.985,00 + vat (if due)
- BARE AREA: from 20sqm to 110sqm | €620,00 + vat per sqm (if due)

For all brands admitted as **SPOTLIGHT BRAND** in past editions and for **NEW BRAND** that would like to apply:

- STAND: 1 module 9sqm | €8.575,00 + vat (if due)
- MINI STAND: 1 module 5sqm | €3.985,00 + vat (if due)
- BARE AREA: from 20sqm to 110sqm | €620,00 + vat per sqm (if due)

N.B. BARE AREA SOLUTION

The **bare area solution**, available to both **Main Brands** and **Spotlight/New Brands**, is available starting from a **minimum of 20 sqm up to a maximum of 110 sqm**.

The area is delivered empty, with dark grey carpet as the only provision.

It is the Exhibitor's responsibility to appoint a **certified stand builder** for the construction of their exhibition space, including wall setup and electrical connection, which has to be requested directly through MiCo Exhibitor Service.

ATTENTION

The Exhibitor may choose one of the exhibition solutions listed above, based on their category (Main Brand or Spotlight/New Brand).

The assignment of stands shall be the exclusive and discretionary responsibility of the Organization.

Any special requests submitted by Exhibitors will be considered purely indicative and shall in no way be binding on the Organization, nor may they influence the application for participation in any way.

FURNISHINGS AND CUSTOMIZATIONS

PRE-FITTED STAND AND MINISTAND SOLUTIONS

Exhibitors with a pre-fitted solution (Stand or Mini Stand), whether Main Brand or Spotlight/New Brand, **may rent additional furnishings beyond those included, for a fee.**

It is also possible to **request extra customizations**, subject to prior approval and an **additional cost**.

For special requests, a tailored quotation will be provided.

If you wish to include **your own scenic elements, furnishings, and customizations**, **fireproof certification is required**, and compliance with the provided technical regulations is mandatory.

BARE AREA SOLUTION

For exhibitors with a **bare area exhibition solution**, the **extra furniture portal is not available**, and **it is not possible to request additional customizations through the Organizer**.

Exhibitors shall manage the allocated exhibition space through their certificated stand contractor.

CATALOG

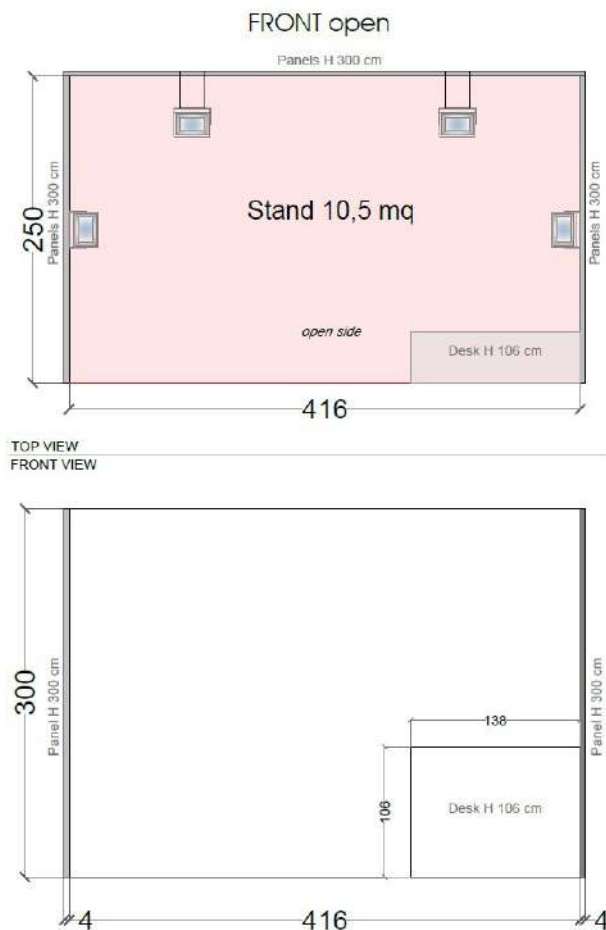
Each brand present will have a dedicated space in the official event catalog.

Following the confirmation of participation, the Organization will provide instructions and the deadline for submitting materials for the Esxence catalog.

INSURANCE

The fee does include insurance coverage, which remains mandatory.

EXHIBITION SOLUTIONS FOR MAIN BRAND



10.5 SQM STAND

- **Walls and Carpet**

- 1 back wall painted white **416x300 (h) cm**:
NB: Dimensions may vary by 2/3 cm during assembly
- 1 or 2 side walls painted white **250x300 (h) cm** depending on space allocation **NB:** Dimensions may vary by 2/3 cm during assembly
- Dark gray carpet

- **Basic furniture included:**

- 1 bookshelf (white)
- 1 lockable desk (white)
- 1 table (white or black, your choice)
- 4 seats (white or black, your choice)
- 2 stools (white or black, your choice)

- **Electricity:**

- 1 power strip (220 W) of 1.5 KW. You can request any extra KW for a fee through the MiCo Exhibitor Service

- **Lighting:**

- n. 3 or 4 LED Spotlights (depending on the number of walls) 50 W (neutral white/daylight 4000k) installed on the booth walls.

- **Wi-Fi:**

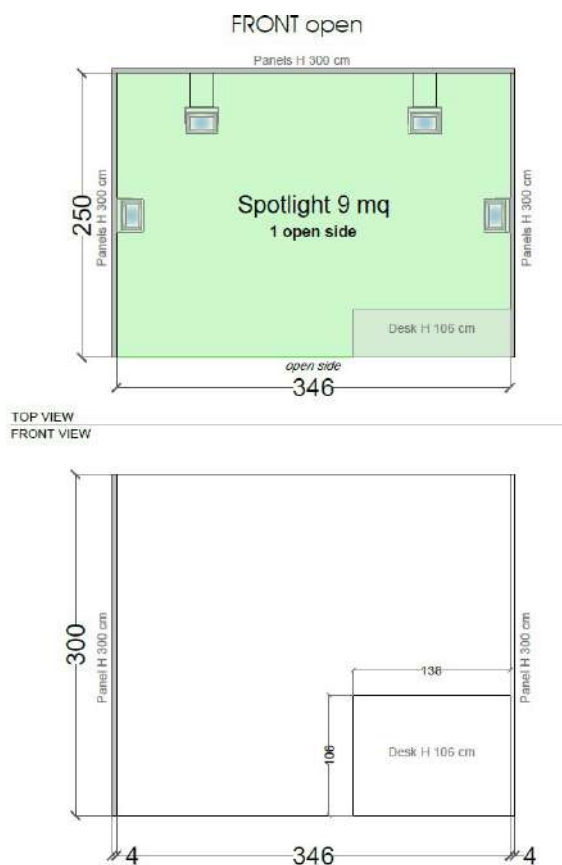
- Public Wi-Fi network active in the exhibition areas and common areas. A dedicated Wi-Fi network can be requested through the MiCo Exhibitor Service for a fee.



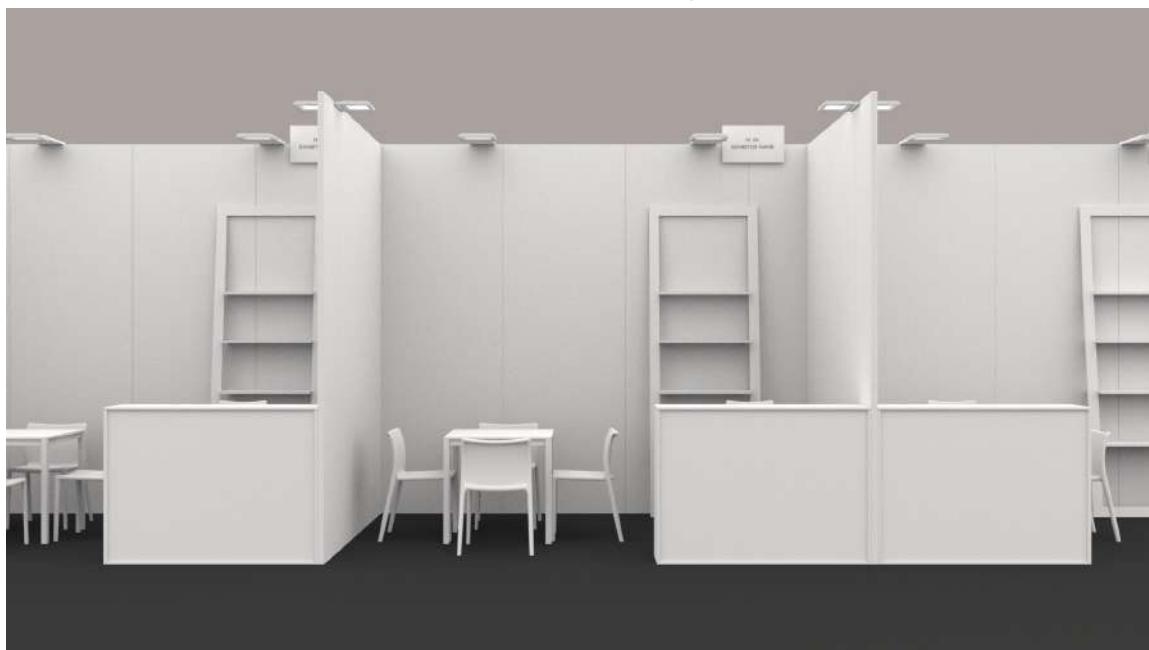
EXHIBITION SOLUTIONS FOR SPOTLIGHT BRAND

N.B. NEW BRANDS HAVE TO APPLY AS SPOTLIGHT

9 SQM STAND



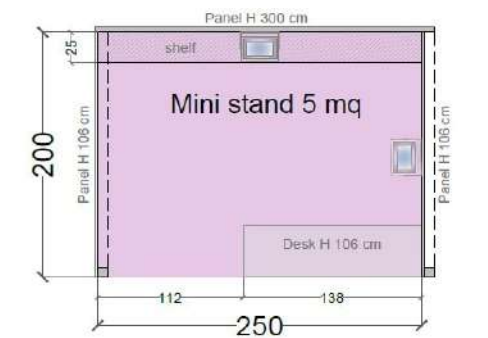
- **Walls and Carpet**
- 1 back wall painted white 346/348x300 (h) cm
NB: Dimensions may vary by 2/3 cm during assembly
- 1 or 2 side walls painted white 250x300 (h) cm depending on space allocation
NB: Dimensions may vary by 2/3 cm during assembly
- Dark gray carpet
- **Basic furniture included:**
- 1 bookshelf (white)
- 1 lockable desk (white)
- 1 table (white or black, your choice)
- 4 seats (white or black, your choice)
- 2 stools (white or black, your choice)
- **Electricity:**
- 1 power strip (220 W) of 1.5 KW. You can request any extra KW for a fee through the MiCo Exhibitor Service
- **Lighting:**
- n. 3 or 4 LED Spotlights (depending on the number of walls) 50 W (neutral white/daylight 4000k) installed on the booth walls.
- **Wi-Fi:**
- Public Wi-Fi network active in the exhibition areas and common areas. A dedicated Wi-Fi network can be requested through the MiCo Exhibitor Service for a fee.



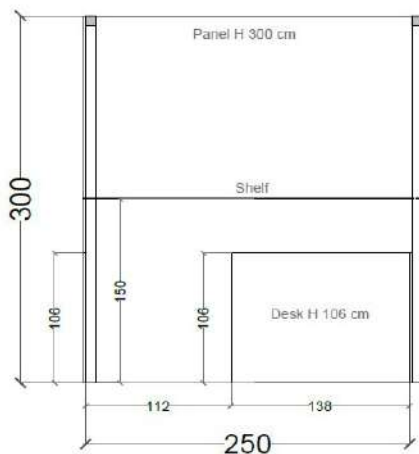
EXHIBITION SOLUTIONS FOR MAIN BRAND AND SPOTLIGHT BRAND

N.B. NEW BRANDS HAVE TO APPLY AS SPOTLIGHT

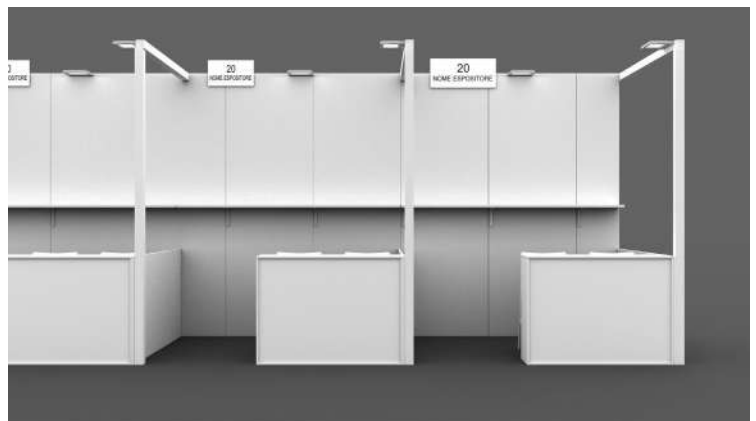
MINISTAND 5 MQ



TOP VIEW
FRONT VIEW



- **Walls and Carpet**
- 1 back wall painted white, **250 x 300 cm (H)**
NB: Dimensions may vary by 2/3 cm during assembly
- 1 or 2 side panel/s, white laminate, **190 x 106 cm (H)**
- Dark gray carpet
- **Basic Furniture Included:**
- 1 shelf on the back wall at 150 cm from the floor (white or black, your choice)
- 1 lockable desk (white or black, your choice)
- 2 stools (white or black, your choice)
- **Electricity:**
- 1 power strip (220 W) of 1.5 KW. You can request any extra KW for a fee through the MiCo Exhibitor Service
- **Lighting:**
- n. 2 LED Spotlights 50 W (neutral white/daylight 4000k) installed on the booth walls.
- **Wi-Fi:**
- Public Wi-Fi network active in the exhibition areas and common areas. A dedicated Wi-Fi network can be requested through the MiCo Exhibitor Service for a fee.



ALLOWED AND PROHIBITED USE IN THE PREFITTED SOLUTION

ALLOWED

- **SCREWS:** diameter 3mm – 5mm max. depth into the panel: 35 mm
- **PENCIL:** small marks and short lines only
- **DOUBLE-SIDED TAPE:** only standard double-sided tape applied over masking tape
- **ELECTRICAL CONNECTION:** maximum allowed power 1.5 kW

PROHIBITED

- **DOWELS, NAILS, and WALL PLUGS FOR PANELS**
- **NO HOLES WITH A DIAMETER GREATER THAN 5 mm**
- **PENS or MARKERS** of any kind
- **NO WRITING or DRAWING ON PANELS or FURNITURE**
- **ANY MATERIAL** used to fill gaps between units
- **DO NOT SCREW, DRILL, or INSERT ANYTHING BETWEEN PANELS**
- **ADHESIVES and ADHESIVE PUTTY** of any kind if permanent fixtures
- **IT IS STRICTLY FORBIDDEN TO OVERLOAD ELECTRICAL SOCKETS**
- **SPOTLIGHTS:** do not damage or move the spotlight
- **DO NOT LEAVE MATERIALS IN TECHNICAL CORRIDORS** (behind the stand/service ducts)

PENALTIES

- **Dismantling and/or removing products from the stands before the official closing time** on the last day of the event, without prior agreement with the Organizer, will result in a penalty of **€1,000.00**.
- A penalty of **€100.00** will be charged for each **damaged panel**.
- A penalty of **€550.00** will be charged for **each damaged desk or bookshelf**.
- Failure to **remove graphics/vinyl lettering/furniture** belonging to your company from the stand will result in a penalty ranging from **€1,000.00 to €2,000.00**, in addition to the disposal of the materials by the Organizer.